

At site of former Sun Mart

Holdrege Market Place opening soon

Take a recently closed grocery store, add a family with many years of experience in the grocery industry, mix in a building owner willing to make significant improvements, a huge distribution facility in Nebraska, and a variety of high quality major brand and private label products, blend them all together and you get Phelps County's newest business: the Holdrege Market Place grocery store, opening the end of July.

Long time owners of the Lexington Plum Creek Market Place and other stores, Mogen Knudsen and his wife's family had been looking at the Holdrege area for many years as a place to add a store. They perceived the area as being too big for just one grocer and when the building became available, they began making plans to bring their unique brand of

grocery to Phelps County.

Knudsen credits the building owner/lessor Noddle Co. with helping give the building a complete overhaul. The lighting, heating and air conditioning, flooring, fixtures – virtually all of the interior has been rebuilt or replaced in the store.

The store will feature all new check stands with state of the art registers and scanners, as well as the fastest electronic payment

processing. The aisles are wide and all new freezers and refrigerated equipment have been installed. A modern customer courtesy

center will offer money orders, lottery tickets, tobacco products and other services.

What can you expect when you walk into the new store? According to Knudsen, first you'll see a bountiful produce area with a wide variety of products,

grocery shelves stocked with brand names and private label Shurfresh and Shurfine products of all kinds.

The meat department will feature all choice beef, including Black Angus beef products.

"People in this area know beef and want quality," Knudsen stated. Custom needs can be met and they will feature "large meat promotions," with special package prices on ten pound bundles.

A unique variety of gourmet items including "Full Circle" organic products from all over the world will be in the grocery aisle. The gourmet selections continue in the liquor aisle, featuring a number of 'gourmet' wines – a more unique selection than the normal mix in most stores.

Knudsen said he has been impressed with the welcome they've received in Holdrege, finding the city and county cooperative and easy to work with. There is a reservoir of talent available in the community, having received over 125 applications to date for the 40 employees they are currently hiring (about half will be full time). Store manager Galen Banzhaf is already hard at work preparing new hires for the work ahead.

One immediate part of training is on registers. Knudsen stressed that *all* employees learn to run a check stand as part of their

training.

"We will have five stands available and if we see lines backing up, we won't hesitate to call up additional staff to keep the lines moving, managers included!"

Knudsen said the Holdrege MarketPlace intends to be active in the community and is looking forward to being a part of the Phelps County business world for many years to come.

Interest high in duplexes, town homes for new neighborhood

In preparing the final draft of plans for Lincoln Place for submission to the Department of Economic Development (DED), the Housing Committee of the Phelps County Development Corporation held a series of public meetings in June.

According to Michele High, chairman of the committee, approximately 30 local residents attended the meetings and completed surveys expressing their hopes and desires for the new neighborhood.

"There was a lot of interest in town-home or duplex-style housing," High said. "People also said they would be interested in some kind of neighborhood association that would manage lawn care and snow removal."

They perceived the area as being too big for just one grocer



Mogen Knudsen, left, and store manager Galen Banzhaf take a break from final preparations for opening Holdrege Market Place.

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