



# WINIFRED GROCERY

*Since 1913*

**Winifred Grocery Newsletter**  
**Volume 1, Issue 2**  
**December, 2009**

## **The Outlaws gave us all Thanksgiving presents**

The girls had an outstanding season that landed them a spot in the state tournament.

Of course, the boys kept the winning ways going with an amazing run of road playoff victories that culminated in their dominating victory in the State Six Man Football Championship.

Congratulations! We are proud of all of the players and coaches for your hard work, dedication, and the success that comes with it!

## **The Relentless Pursuit of Lower Prices**

One theme you will continue to hear from us month after month, year after year, is that our primary goal is to make Winifred Grocery your first choice for your grocery shopping needs.

Of course, we don't expect that this goal will just fall into our laps – we will have to work hard to earn your business.

It's fair to say that we have become obsessed with finding new and creative ways to lower prices for the products on our shelves, while at the same time expanding the selection available to our customers. This task takes a lot of time and a lot of work, and is one that will likely never end. But rest assured that we are

constantly looking for ways to make your shopping dollar go further.

In large part, the success we achieve in winning more of your grocery shopping business will lead to even more success. The more volume we move, the better wholesale pricing we will receive. The better wholesale pricing we receive, the lower the prices we can pass on to our customers...and the circle of benefits to everyone builds upon itself.

### **Milk**

We made the decision to be "The Place" to buy milk in central Montana, and we intend to back up this goal with some very solid action.

**Gallons of milk are now (and will continue to be) only \$2.50 every single day.**

### **Bring us your receipts!**

Two of the constant challenges we face are making sure that all of the products you shop for on a regular basis are available on our shelves and that our prices are competitive with what you pay at other grocery stores.

One of the most effective ways for us to address both of these challenges starts with each of you. Any time you buy groceries at another store (as all of us shop at more than one store), we would love for you to just drop your itemized receipts from that shopping trip in our suggestion box.

From these receipts, we will be able to figure out what products we should be adding, and what prices we need to be beating.

The more receipts we receive from you, the better we will understand your shopping needs!

## **Spirits and Wine**

The transfer of the spirits and wine business from Dave and Tammy to Eileen is now complete.

The Spirits and Wine store is Eileen's domain, and is a separate legal entity from Winifred Grocery. However, Eileen's Spirits and Wine store is leasing space and overhead from Winifred Grocery, and from a customer's perspective, it is seamless and will be just another section of Winifred Grocery.

You will be seeing quite a few changes in the Spirits and Wine store over the coming months, starting with the expansion of our wine selection.

The following wines are now available on the shelves of Winifred Grocery:

Andre Peach Passion (Sparkling Wine)  
Andre Strawberry (Sparkling Wine)  
Andre Spumante (Sparkling Wine)  
Barefoot Chardonnay  
Barefoot Moscato  
Livingston Cellars Burgundy  
Columbia Gewurztraminer  
Fat Bastard Merlot  
Five River Pinot Noir  
Kim Crawford Marlborough Sauvignon Blanc  
Korbel Brut (Sparkling Wine)  
Mission Mountain Riesling  
Red Bicyclette Pinot Noir  
Wyndham Shiraz  
Louis Martini Sonoma Cabernet  
Turning Leaf White Zinfandel

These particular wines were selected with an emphasis on providing the best wines at the best price points.

If you have a favorite wine or a favorite variety that you'd like to see us carry, please just let us know. We are open to any suggestions, and we will be adjusting our selection regularly to reflect the tastes of our customers.

In deference to our good friends at the Trails Inn Bar and Winifred Tavern, we will not be carrying any beer products.

## **Boxes, boxes, boxes**

This is the time of year when boxes are at a premium. We go through a lot of boxes that end up in a dumpster, but we'd much prefer that they be given a new life holding presents or whatever else you might have in mind for them.

So if you need some boxes, check in with us on any Monday around noon.

## **The Essential Information**

### **Hours**

Monday through Saturday 8 a.m. to 7 p.m.  
Sunday 10 a.m. to 3 p.m.

### **Website**

[www.winifredgrocery.com](http://www.winifredgrocery.com)

### **Contact information**

462-5444  
[winifredgrocery@yahoo.com](mailto:winifredgrocery@yahoo.com)

### **The Winifred Grocery Family**

Eileen Stulc, Diane Philp, Becky Meckling, Davin Udelhoven and Patsy Simac  
Dee and Brad Bergum  
Kirsten and Ben Bergum  
Julie and Brandon Ewen  
Duane Bergum