

The best marketing you can get is when others sing your praises like the two examples of satisfied customers as written in two of our biggest newspapers.

Here's what two passionate food people say:

Top Five Italian Shops.

Gervasi Foodworks Brunswick - Herald Sun 3/12/05

'This is not your average FoodWorks supermarket – think continental Italian grocery store and you're there. Stacked panettone boxes greet shoppers at the entrance, but the tip is to head to the rear of the shop. Pass refrigerated shelves of Italian cheeses and colossal wheels of pecorino before hitting the deli, where the crowd swells by the second. Stack your basket with baccala fillets, salami, green tomatoes, peppers filled with marscapone, olives and dried porcini before heading to bags of vanilla biscuits and crostoli.'

Blairgowrie Food & Liquor

The Age Good Food Guide 2006

'Many places claim to offer one stop shopping and this fine wine and food store really does have the lot. Peninsula wines are widely represented plus French and New Zealand labels, and more obscure finds like Bay of Shoals from Kangaroo Island, along with top of the line you normally find only in the city.'

As a regular weekend shopper with Sally and Wal and the family, I personally vouch for their wonderful range, and the best deli on the Peninsula.

Jennifer Flanagan



The Butler's Pantry

Phillip Butler, long time representative of a major point of sale software company, has ventured into his own business and has also joined the Master Grocers' Association.

Applewood Delicatessen is a food and wine store situated in Eastlands Shopping centre adjacent to a large and busy Bi Lo.

Phillip had longed to be his own boss and dabble in the retail business after spending most of his life selling to retailers, jumping the counter certainly took some getting used to especially seven day trading.

Applewood Delicatessen has quite possibly the biggest range of cheese in town and an equally impressive range of freshly cut meats. The store caters for customers who want quality and freshness that is often not available at the large mass merchandised chain delicatessens.

John Markham

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