

Business

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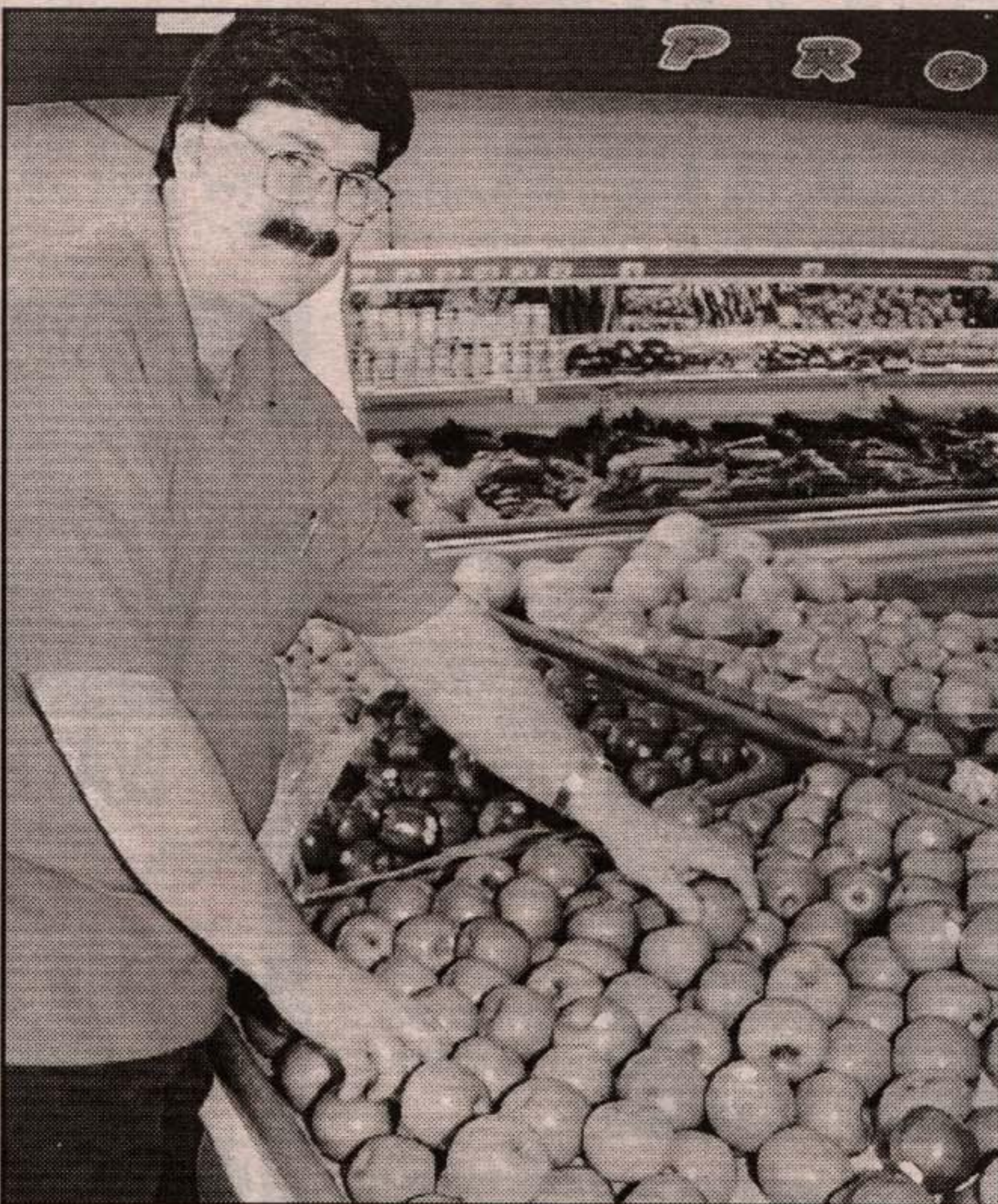
348 Guelph Street, Georgetown

A better solution!

Valdi's becomes full-service grocery

*Adds produce, meats
 frozen foods and
 dairy sections*

By EMILY THOMPSON
 Special



Tom Cooke, of Valdi Plus, arranges the fresh produce now offered at the store. Photo by Ted Brown

A bigger and better Silvio Valdi Plus is now open for business in Georgetown.

Owner Silvio Cicchini, a 32-year veteran in the grocery business, has renovated the store, located at 7 Mountainview Rd. N.

The result is a brand new store which Cicchini said he's "very proud and very excited about."

Prior to renovations, Valdi's carried a minimum selection of goods, mostly basic dried groceries. Now the selection has doubled, said Cicchini. Besides basic goods, Silvio Valdi Plus now offers fresh produce, packaged deli goods, meats, dairy products and frozen foods.

The whole appearance of the store has changed too with wider aisles, and a brighter and more inviting atmosphere, he said.

"There's really no comparison between this store and the old one," Cicchini said.

Cicchini chose to renovate rather than move to a different location because he already had a faithful customer base, and he likes the location of his 6,800 sq. ft. store. He wanted to remain convenient for his customers, since it was their requests for more variety at the same low prices that convinced Cicchini to renovate.

His goal was to make the store as user-friendly as possible, so that grocery shopping would be an enjoyable experience.

"I'm really excited about the store. Public response has been great," he said.

An independent business currently employing four people, Silvio Valdi Plus remains competitive by keeping prices low, and ensuring customer satisfaction, he said. Cicchini says he believes strongly in the idea of getting to know his customers, because it lends to the small town atmosphere that you may not find at a larger, more impersonal supermarket.

Cicchini invites the public to "come check us out and compare the savings."

Store hours are 9 a.m. to 6 p.m. Sunday, 8 a.m. to 9 p.m. Monday through Friday, and 8 a.m. to 6 p.m. on Saturdays. For more information, call Cicchini at 873-7691.

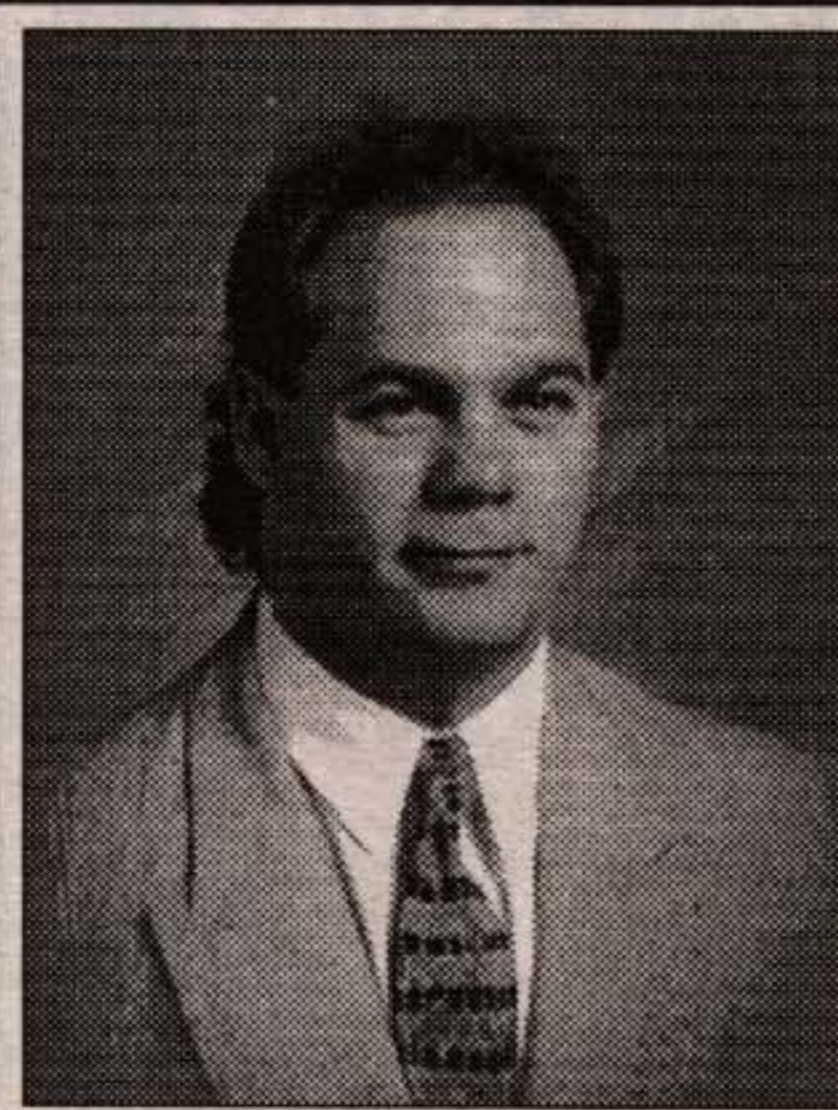
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If you're not sure that you're on track to meet your goals, it may be time for a portfolio review. For a complimentary review, I can be contacted at 416-695-2222 ext. 229.



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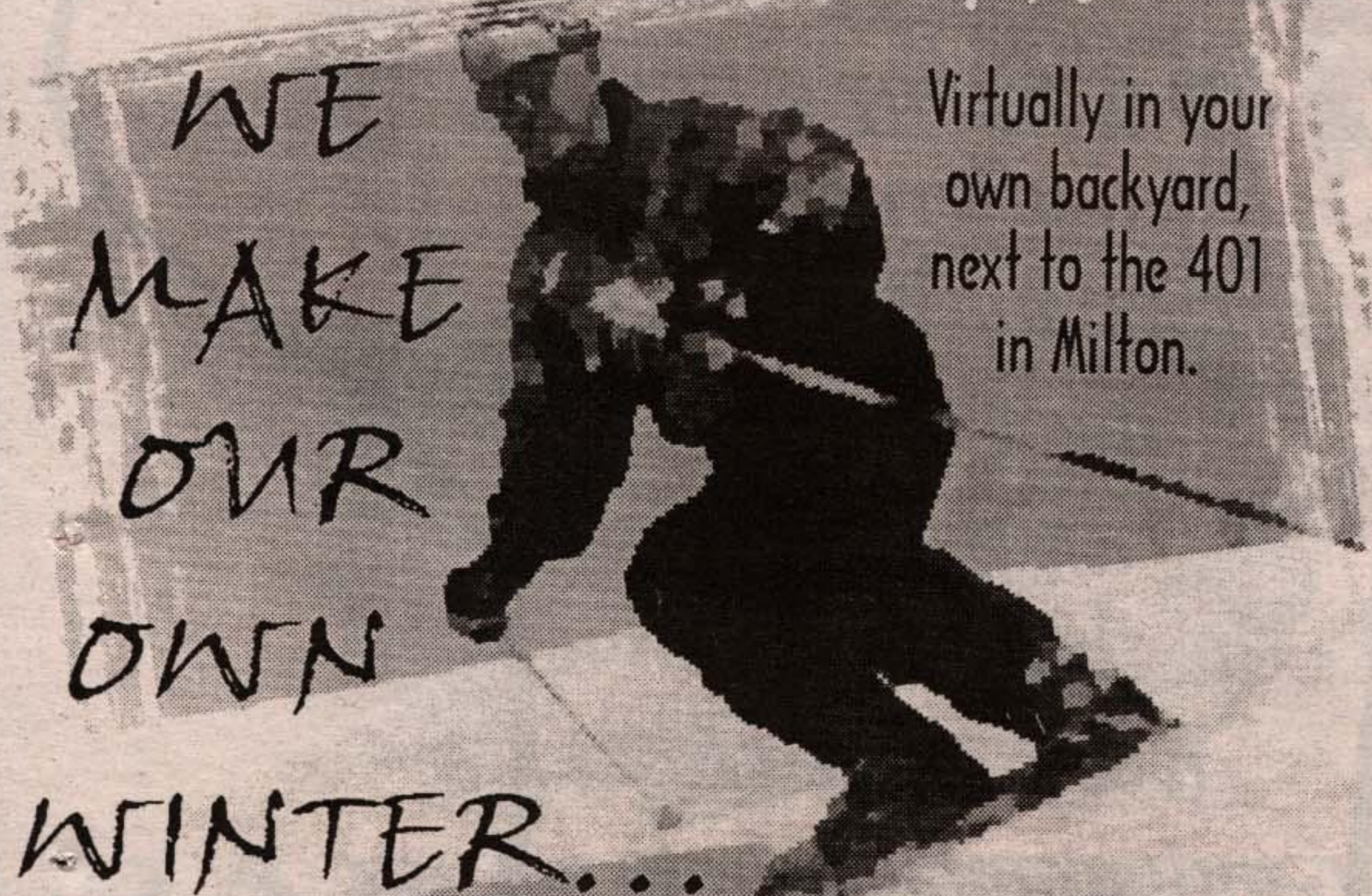
Estate Planning: Your named beneficiary will be paid immediately, without probate fees, without executor fees or legal fees and without the documents being made public. So, if you wish to give privately to a charitable organization, neither your other beneficiaries nor the public will know who received what.

We have invited a portfolio representative from Oppenheimer in New York, to conduct an information session about the markets, on December 2, at the John Elliot Theatre at 7:30 p.m. Please call for details.

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