

Service buys time for busy people

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"We choose the freshest products, otherwise people won't trust you," Mozas said. "It's less about technology and more about service. It's about freeing up time for people — it's not your typical .com company that way. It's important that the same driver come to your door each time and be more like the milk man of days gone by."

Mozas says GroceryGateway only makes its money on the actual grocery items.

"We share in the profit with Longo's," he said.

If GroceryGateway.com was languishing in the depths of unknown e-commerce sites six months ago, it is overwhelmed with interest now — to the point where a message posted to the site Monday night indicated orders have exceeded expectations and it was no longer possible to take orders for Tuesday.

The message asked customers to consider other delivery times on Wednesday or Thursday.

Mozas said that as of Friday, GroceryGateway had more than 10,000 registrations and sales were reported to be doubling every other month.

A series of full page ads in Toronto daily newspapers has drawn overwhelming attention to the site.

"It's been a stunning result — it's quadrupled our registration," Mozas said Friday. "But it's all about flawless execution and we're trying to manage the demand."

Although there have been problems with the Interac machines, Mozas said it is popular with online shoppers.

"It's a fantastic means of payment — it's secure at the door and it requires no payment over the Internet," he said.

First-time shoppers tend to pick a smaller basket of items than ongoing customers, but Mozas says that quickly increases once they've taken delivery of their first order. And when they are lured by a \$15 discount for new orders, that first buy is hard to resist.

"Once people have tried it once, they get comfortable," he said.

Mozas says the attraction to GroceryGateway for many is not only the time-saving element, but also eliminating the hassle of trudging off to the store.

OUR ONLINE GROCERY LIST

We decided the best way to test Gateway.com grocery shopping website, its service and prices, was to make an order.

Here's our list

Banilla Spaghetti	500 g	99 cents
Cheerios Multi Grain	450 g box	\$2.49
Green peppers	220 g each	66 cents
Red pepper	250 g	\$2.20
Italpasta Linguine	900 g	79 cents
Kraft Peanut Butter	1 kg	\$2.99
Maxwell House Coffee	300 g	\$2.49
Pampers Diapers	40 diapers	\$10.99
Pork Centre fast fry chops	570-620 g each	\$2.94
Pork chops boneless	300-350 g	\$2.94
Sealtest 2 per cent milk	4 L	\$3.29
White Swan 1-ply tissue	24 per pkg	\$4.99

"I have a 2-1/2-year-old and I'm delighted not to have to go out in the cold and pack everyone in the car and get out again once we get there and then lug the bags to the car," he said.

"Instead, I can choose to have the groceries arrive at my home between 7 and 10 p.m. while I'm putting my little guy to bed."

The value added aspects of the site that are common to grocery online sites in the U.S. include a meal planner, which features a recipe and ingredient list.

For instance, under Kid's Plates, a bacon and egg croissant shows the recipe and price of all ingredients required.

You can even make a contribution to the food bank by clicking on a paper bag icon where a selection of canned goods and baby cereals is shown on the screen.

For convenience and ease of use, GroceryGateway hits the mark in terms of using technology to improve quality of life and appeals to even the most stubborn luddite.

In fact, Di Nardo says many users are not necessarily regular computer users, but people just trying to simplify their lives.

CITY Parent Camp Fair

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- Camp Kawartha
- Heritage Toronto
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- Temagami
- Waterfront
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Visitors to the City Parent Camp Fair (Free Admission) will be granted 2 FOR 1 ADMISSION to the ROM upon presentation of this coupon. Valid Sunday Jan. 23rd, 2000 only. Cannot be combined with any other offers or discounts.

For exhibitor opportunities call Premier Consumer Shows 905-815-0017 • 1-800-265-3673



Pictured with "Curtis E. Bear" left to right are North Pointe General Sales Manager Tom Neo, Jason France, Mrs. France and Mr. France of Markham.

And the Winner is...

Jason France of Markham.

Jason named North Pointe's Bear

"Curtis E. Bear"

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