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REFERENCE

Zanotto Family Back In SV; Opens A New Deluxe Market

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Sentinel Staff Writer

Andrea and Rosa Zanotto were recent immigrants to the United States when they came to Scotts Valley in 1958 and operated a gas station to support their 13 children.

The large Italian family left Scotts Valley in the early 1960s to open a grocery store in San Jose. The business prospered and recently the family returned to Scotts Valley to open Zanotto's Deluxe Market.

The new, 25,000-square-foot grocery store opened today in the Scotts Valley Junction Shopping Center at the corner of Scotts Valley Drive and Elmer Lane.

The store was dedicated Wednesday night to the Zanotto's oldest daughter, Silvana, who died just over a week ago.

Many of the Zanotto children and sons- and daughters-in-law are working in the new store, including son Frank who is store manager and heads the old-fashioned style over-the-counter butcher shop at the store.

The family has now grown to include 21 grandchildren.

Andrea and Rosa Zanotto had five children when they came from Italy to Venezuela after World War II. They hoped to come to the U.S., but had to wait many years in South America before being allowed to come to this country, explained Mike Caffrey, a Zanotto son-in-law who is married to daughter Liz.

With five more children born in Venezuela, the Zanottos brought 10 children with them when they immigrated to California in 1955. Three more children were born in the United States.

The family first settled in the Marysville and Yuba City areas where father Andrea Zanotto worked in farming jobs, Caffrey related.

In a few years, he was able to save enough money to buy some land and purchased a Mohawk Gas Station in

Scotts Valley, now the site of the Fast Gas Station at 5451 Scotts Valley Drive.

In the early 60s, Andrea Zanotto moved his large family to San Jose to open a small grocery store called Thrifty Market on the corner of Hedding and Spring streets.

A fire essentially destroyed the Thrifty Market, but that didn't stop the Zanottos from prospering. In 1976, the family formed a corporation and opened the first Zanotto's Deluxe Market at the corner of Bascom and Naglee avenues in San Jose.

The new Zanotto's Deluxe Market in Scotts Valley is the second to be run by the corporation, Caffrey explained.

The family, Caffrey said, decided to return to Scotts Valley after nearly a 30-year absence because they believe the community needs another grocery store.

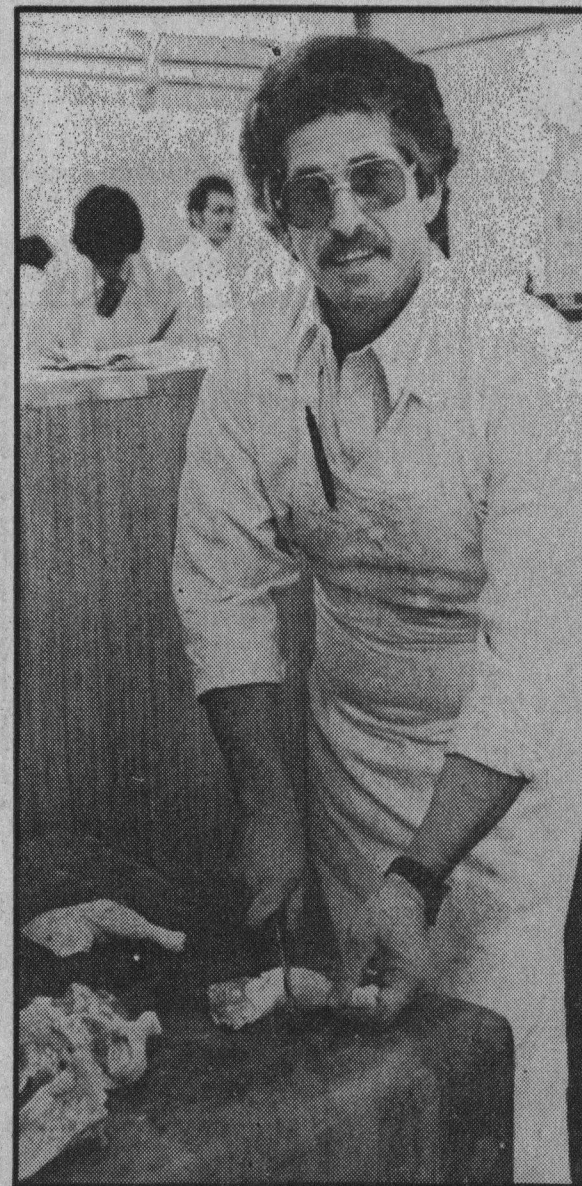
Zanotto's Deluxe Market has several features which Caffrey thinks sets it apart from other grocery stores, including the over-the-counter butcher shop, a full-service delicatessen, fresh-squeezed orange juice sold in the produce department, coffee beans which can be ground in the store and a rather unique heating and air conditioning system.

The store, Caffrey explained, actually has no conventional heating or air conditioning system.

Instead, a Hussmann system has been installed which recycles the cold air from the refrigerated sections of the store to air condition the store on hot days and recycles hot air from motors in the store to heat the store on colder days.

This system, which only recently came on the market, is expected to save the store about 30 percent of normal energy costs.

"That way, we save a lot of money and we don't have to pass our power costs on to the customers, except for the costs of lighting and the power to run the motors," Caffrey said.



Frank Zanotto is store manager.