



Operations Manager Norman Kato and Store Manager Leo Wikstrom

Supermarket Chain

Nob Hill Opens Wednesday

Featuring customer service and an outstanding produce department, a 25,000-square-foot Nob Hill supermarket opens Wednesday in the newly-named Nob Hill Center on Bay Avenue in Capitola.

Nob Hill is the major tenant in the old Disco building complex which already includes Kiddie World.

The Capitola store marks the 15th supermarket in the Nob Hill chain, which is headquartered in Gilroy and was established in 1934.

Michael Bonfante, president of Nob Hill, singled out the store's excellent location being adjacent to Highway 1, as well as being in the center of the county. It is the first Nob Hill in Santa Cruz County, although they are currently negotiating for a Watsonville location, as well.

Capitola Store Manager Leo Wikstrom emphasized Nob Hill's standard customer service that features its rather unique carry-out policy. "The customer never carries anything to their car," he said.

"Service is our business and that's what we do."

Fulfilling their emphasis on customer service, the store will employ some 50 persons including 18 checkers and 13 baggers to work nine check-out stands.

"We think we can honestly say Nob Hill provides the best front end service of any store around," said Wikstrom. "We'll open every one of the check-outs to prevent our customers from waiting."

The produce department is another outstanding feature. "Quality, variety and price" were emphasized by Norman Kato, operations manager for Nob Hill's southern area stores, which stretch to Greenfield.

Kato noted that Nob Hill owns and operates its own produce warehouse in Gilroy. "Produce is constantly turning over. That's the key," he explained. "We deliver produce fresh daily in order to preserve quality to each and every store."

A smaller grocery warehouse is also maintained, added Wikstrom, primarily for Nob Hill's weekly advertised specials. It allows them to buy in quantity to compete with larger grocery chains.

Specials will be advertised seven days a week. "We never run out of specials," stated Kato matter-of-factly.

Beginning Wednesday, Nob Hill will be open from 10 a.m. to 10 p.m. every day but Sunday. Hours are 10 a.m. to 6 p.m. on Sundays.

Besides the 25,000-square-foot Nob Hill and the 12,000-square-foot Kiddie World, Nob Hill Center will eventually have three other tenants. Final negotiations are under way to fill the final 8,000 square feet, according to Bud Prindle of Wilson Bros., the leasing agent for the center's owners, Santa Cruz Lumber Co.

Nob Hill's expansion into Santa Cruz is part of the chain's overall plan to expand within one hour's drive of Gilroy.