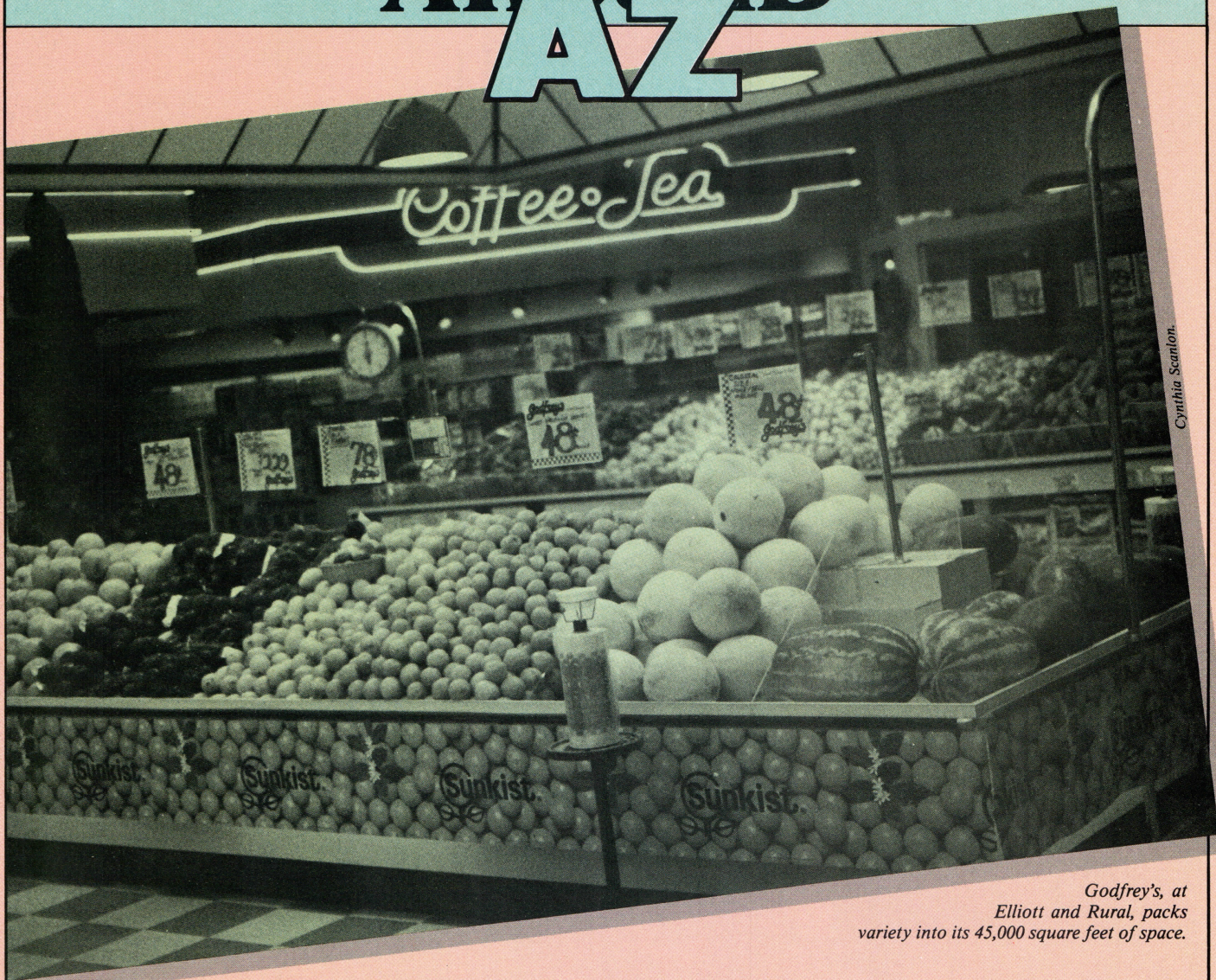


AROUND AZ



Cynthia Scanlon

Godfrey's, at Elliott and Rural, packs variety into its 45,000 square feet of space.

Good Godfrey's! Grocery Shopping's Actually Fun

TEMPE — While other Valley grocery stores are “putting it all together” for their shoppers or advising their customers to “tell a friend” about bargains, Godfrey's has taken the lead in grocery-store innovation.

“We're advancing the grocery business 10 years into the future,” says Art Lobato, manager of Godfrey's. “We researched a lot of grocery stores from all over the country, and we decided to offer the consumer something that has never been offered in the Valley before.”

One walk through the store confirms that if Godfrey's doesn't have it, it probably doesn't exist.

The deli offers such exotic items such as stuffed grape leaves, curry chicken, shrimp rotini, herring in wine, two varieties of caviar and imported cheeses from all over the world.

Godfrey's also has a bakery complete with cakes, croissants, health-food snacks, three types of mousse cakes, three varieties of cheesecake and bagels of every kind.

The atmosphere at God-

frey's is fun, exactly the opposite of what grocery shopping normally turns out to be.

More than a half mile of neon, according to Lobato, is used to identify the various departments, and the piped-in music is upbeat.

Godfrey's also understands that most shoppers today are busy. So in addition to the deli, bakery, grocery section, coffee and tea sections, and a meat section that includes live lobster and trout, the 45,000-square-foot store has a florist shop, a stationery and gift shop, a post office, a cook-

book section, a software shop, a photo store, a grocery delivery service, a key service, a coupon trading center, a place to make copies and a pharmacy. Godfrey's also has a sleek black limousine that delivers groceries.

What more could you want? For the store to be open 24 hours a day seven days a week?

Well, Godfrey's, located at the corner of Elliott and Rural roads in Tempe, features that, too.

— Cynthia Scanlon