



FOR IMMEDIATE RELEASE

For your information:

Ted Balistreri
Patrick Balistreri
Nick Balistreri
414-962-9525

New Sendik's Elm Grove Store Grand Opening Announced

October 4th event celebrates store opening

Elm Grove, WI — Sendik's is celebrating its new Elm Grove store opening with a Grand Opening Ribbon Cutting Ceremony at noon on Thursday, October 4th. The upscale 20,000 square foot grocery store, located in the heart of downtown Elm Grove at 13425 Watertown Plank Rd., opened to the shopping public on September 5th.

The new store provides Western suburban shoppers with the upscale grocery experience that Sendik's customers have come to enjoy. Customers are able to purchase from a large selection of fresh produce and flowers, seafood and meat, bakery and deli, grocery and dairy, and wine and spirits. The Balistreri Sendik's stores are all family-owned, local and independent. Ted Balistreri owns Sendik's, along with brothers Nick and Patrick, and sister, Margaret Harris.

"We're very excited to have them open and ready for business," said Elm Grove Village Manager David De Angelis. "To have a premier grocer is a great addition to our downtown. Everyone has had glowing remarks about their level of customer service, and selection of products. Sendik's is not your typical chain grocer."

The Celebration will kick off at noon with remarks from the Balistreris and officials, followed by music from Ron Devillers and Jack Carr Big Band. Refreshments, food and balloons will create a festive atmosphere greeting shoppers as they enter the store.

-more-

Ted Balistreri said the Grand Opening Celebration salutes all city and county officials, contractors and lenders instrumental in the new Elm Grove store opening. “We’re pleased to add the Elm Grove location to our slate of high quality stores. The entire project was completed without taxpayer financial assistance. We look forward to providing a wonderful shopping experience to the residents of Elm Grove and the surrounding community,” said Balistreri.

The Balistreri family’s other stores are in Whitefish Bay, Wauwatosa, Mequon, and Grafton. The sixth store, occupying 62,000 square feet, will open its doors within the Franklin of Fountains development in Franklin, WI on October 31st.

The Sendik’s name comes from a simple misunderstanding. As new immigrants to America, the family sought to purchase many household items. While ordering a stove, Great Grandpa Balistreri, using broken English and a thick Italian accent, asked the store clerk to “send it” to him. To the salesman, it sounded like “Sendik,” and that’s the name he wrote on the order. When the stove arrived, the delivery person asked the neighbors where he could find “Mr. Sendik.” Realizing that Mr. Balistreri was expecting a stove, they pointed in his direction. Great Grandpa Balistreri became known as Mr. Sendik and the rest, as they say, is history.

###