

Family-owned ShopRite of Hunterdon supermarkets mark 60th anniversary

It was 60 years ago this month when Joseph A. Colalillo opened the ShopRite of Flemington and established the family company, ShopRite of Hunterdon County.

It was the same year that NASA launched its first satellite into space, the microchip was invented and Americans tuned into hit television programs like "The Ed Sullivan Show."

And while much has changed over the last six decades, ShopRite of Hunterdon County has remained a constant in the community. A family-owned business with deep local roots and decades of experience in the food industry, the company continues to innovate and grow with its neighbors in the region.

Today, Colalillo's son, Joseph S. Colalillo, serves as president of ShopRite of Hunterdon County and the operator of five ShopRite stores in New Jersey and Pennsylvania. He's also chairman and CEO of Wakefern Food Corp., the largest U.S. retailer-owned cooperative in the country and the merchandising and distribution arm for all ShopRite stores.

Recognized as an entrepreneurial and industry leader, the younger Colalillo grew up in the grocery business and today runs a company that employs 1,800 associates across the family's five stores. In addition to the ShopRite of Flemington, now in Raritan Township, the Colalillo family operates ShopRite stores in Clinton, Greenwich, Yardley and Bethlehem, Pa.

It all started in 1958, when Joseph A. Colalillo, a butcher by trade, opened a ShopRite on Main Street in Flemington. The store relocated several years later to a new and larger space on Route 202 in Raritan Township, where the then five-year-old Joseph S. Colalillo helped his dad cut the ribbon. The store last year completed a \$10 million renovation that created a more modern layout with new departments, an in-store café, and even a pharmacy consultation room where the pharmacist and dietitian can meet privately with customers and associates.

Visitors to the Raritan Township store will find a bigger and better designed supermarket with a new food court, more chef-prepared meals, added



Above: It was 60 years ago this month when Joseph A. Colalillo opened the ShopRite of Flemington on Main Street and established the family company, ShopRite of Hunterdon County. Below: In 1958, Joseph A. Colalillo, a butcher by trade, opened a ShopRite on Main Street in Flemington, where the then five-year-old Joseph S. Colalillo helped his dad cut the ribbon.



space for ShopRite from Home customers, and more organic and gluten-free products across the store aisles. As part of the renovation, the store also received a new roof, energy-efficient LED lighting throughout and environmentally-friendly refrigerated cases.

"Flemington was where the company started and it has a special place in our hearts, but it has been our family's mission for the last six decades to make all our stores great places for customers to shop and great places for our associates to work," notes Colalillo. "We attribute

much of our success to our great family of associates who care about the customers and the communities where our stores operate. They are the reason we continue to thrive after 60 years."

For more information, visit www.shoprite.com.