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## MONEY TALK



Oakland Press photos/TIM THOMPSON

Produce clerk Renee Lee sets up the salad bar at the newly opened Hiller's Market in Commerce Township. Within four hours of opening of the doors, about 500 customers had strolled through the 50,000-square-foot store.

## Hiller's Market opens new location

By JERRY WOLFFE  
Of The Oakland Press

Within four hours of opening the doors at the new Hiller's Market, about 500 customers had strolled through the 50,000-square-foot store.

"You can find everything from Spam to caviar," said Ken McClure, chief of operations and training. The market is the seventh Hiller's to be opened, with an eighth one planned to open in 2009 in South Lyon at 10 Mile and Johns roads.

"We have an outstanding wine collection and beers from nearly every country in the world that produces them," said McClure on Wednesday.

James Hiller, the company's president, said the new store at 3010 Union Lake Road is faithful to the philosophy that has made the markets a destination for many shoppers.

"We have people who will drive 25 and 50 miles to shop at one of our stores," he said.

The company's buyers are constantly looking for food items that might please customers. They also listen to suggestions from customers and other employees, says Hiller, whose father opened the first market in 1941.

"Detroit has a very strong tradition of supporting ethnic markets. What we attempt to do is to bring everything together in one store," he said.

The floorspace inside a Hiller's

### COMMERCE TWP.



Looking over products from the British food aisle at the newly opened Hiller's Market in Commerce Township are, from left, Andy Hiller; his father James Hiller, president; Lynette Kidd, director of British foods; Larry Krispin, grocery buyer supervisor; and Fabrizio Casini, buyer/director.

Market is devoted entirely to food.

"You won't find any motor oil or T-shirts in our stores," he said.

Andy Hiller, who works alongside his father, said attention to detail helps give the stores their unique character.

James Hiller also said he stresses customer service. The new store will have 125 "high quality" employees, or roughly twice as many as a store operated by larger chains. They are also compensated under a union contract and they are quick to help customers.

He also said he doesn't have any plans to add more stores beyond 2009.

"This is a family-owned business and I prefer to keep it that way," so he can continue to emphasize service, he said.

Some of the new market's highlights include a Sanders ice cream parlor and a Captain's Table, which is a circular counter case with an expansive salad bar, hot soups, rotisserie

chickens and dishes prepared by Rick Halberg, executive chef.

There also is a walk-in beer cooler, and a large selection of international foods. Hiller's also has a wild game locker that features venison, rattlesnake, kangaroo medallions, ostrich and bison for sale.

"Our butchers can give cooking instructions on everything we sell," said McClure, adding the store employs about 150 workers, including six butchers.

"We have a full-service butcher shop and grind all of our beef. There also tags on products indicating if they are made in Michigan," McClure said. "We're very labor intensive. We pride ourselves on our service."

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