



The Stamford Epicurean

Volume 1, Issue 1

February 2009

Special points of interest:

- This is our brand new monthly Newsletter
- Please stay connected for more up and coming events

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Stamford Delicatessen Ltd.— What's Happening?

We would like to welcome you to the first edition of Stamford Delicatessen's Newsletter entitled *Stamford Epicure*. We are very excited to have the opportunity to let you 'the customers' in on what is happening behind the scenes.

To enlighten what has been brewing around the deli in the past while is summable in the word 'change'. Change can be a scary thing if you don't know what's coming and can also be an exciting thing if you do; hence the introduction of the Stamford Epicure. We hope that through this monthly outlet we are able to provide a means of insight into what we are planning and achieving. We have undergone a great deal of change behind the scenes this past while as the business was passed down from Bernd Triebe to his son Chris Triebe. As Stamford Deli is in its fortieth year, it is now time for some

forward movement.

We strive to continue business as it was and also add some elements that will help to draw in new people and new faces. Stamford Delicatessen has always been based on good principles and strong values. Our appreciation for our customers is growing every day and we love your dedication to shopping at our store.

Most of you know about our attempt at moving the store to a new location but when we re-approached the concept at a later date we discovered it would be to our benefit to remain where we are and grow within our current location.

Appreciation will be more apparent through supporting more product samples to help educate what our products are. As

well as the new, 'Try it before you buy it' campaign with which we let any customer try any product in our store with no obligation of buying it. Our underlying goal is that we want to support the people who are supporting us.

Another strategy we are planning to begin in the month of March 2009, is to begin a new

(Continued on page 2)



The look of Time

As you may have noticed around the store lately is a new and refreshed design. Stamford Deli has brought the design of the past to that of the present and one that can last long into our future.



As we strive to re-image our store, you will begin to see more of this design

on products, displays, store signs and even grocery bags.

We wanted something we could be proud of and also something that our customers could be proud of as well.

This new sharp design was designed by our friends at AE media, a local company out of NOTL, who do amazing work.

If the saying is true that a picture is worth a thousand words, then we hope that this new revitalized image speaks chapters of what is to come and the quality that stands behind it.

Future of the Deli



The future of Stamford Delicatessen is very exciting. We have come a long way from the original Stamford Delicatessen, but have managed to keep the essence of it alive.

As we move forward we hope to maintain that originality, yet add so much more to the deli.

The direction we plan to move to begins with the introduction of hot meals as well as to develop a catering service. These elements will help round out our business to be one that

invites not just those looking for their weekly staples, but also to those looking to fill their appetite with delicious, quality homemade food and those in need of assistance when throwing that event that needs that extra level of quality mixed with the appearance of professionalism.

We are planning our future and working towards our goals and our dreams. We hope that anything and everything we do is not just for our benefit but also for the benefit

of our customers. We plan to make the experience of shopping at our store an unforgettable occasion. For more planning information please look for the March edition of the Stamford Epicurean.

What's Happening Continued...

“this function serves to eliminate the need for customers to wait in line”

staffing system designed to serve customers better, faster and with a higher quality of service. This strategy begins with the division of departments meaning that each department will have its own professional server. A growing problem that we are trying to deal with is getting people what they want with the least amount of complication. The benefits being; shorter line-ups, more direct service, servers

who know their products and are professionals who can answer questions and get the answer to those that they don't already know. Ideally, this function serves to eliminate the need for customers to wait in line at the meat counter just to get something from the bakery or the cheese as is the current process. As with any improvements that we try to establish there will be a brief period of time needed to allow for the

transition and for set-up of those specific strategies. We ask you to be patient with our staff as they are going to be going through a great deal of change themselves.

We are developing new procedures and new ideas as a method of making your experience at Stamford Delicatessen not only a happy one but a memorable one. Please stay with us on our journey into change.

Draw Winners



For the month of December we thought as a deli we would try something new: Draws. Everyone likes a draw because it's as close as you can come to a lottery yet the odds for winning are very high.

In December we had a raffle for a ten pound Toblerone bar valued at \$120. The price of the raffle was the cost of a 100g toblerone bar from Stamford



Deli, which we then gave a raffle ticket to enter the draw with. The winner of those ten pounds went to Rob Nrbamsis of St. Catharines.

The second draw that we held was for a Dr. Oetker gift basket which retailed at \$50. These ballots were open to anyone with the purchase of any of the Dr. Oetker products within the deli. The winner of that basket was the lovely Evelyn Schultz.

Congratulations to our winners of the draws for December 2008. (Pictures are on back page)

For the last week of January we held a draw for Community Care. The prize was a gift basket valued at \$75 and was applicable to those who donated the minimum one dollar. The winner of this draw and the total amounts raised will be presented in the March Edition of the Stamford Epicurean.

Chris Triebe: The Background Story

Graduating Niagara College's Construction Engineering for Architecture program in 2006, Chris worked for a local commercial construction company as a project manager.

Although just recently married to his wife Sarah, in pursuit of his dream to become an independent construction business owner Chris left his position as project manager. He began working for his father again at Stamford Delicatessen which provided a temporary and flexible position.

As things continued, the dream was getting prolonged and little was happening in way of starting a separate company.

As time went on and with the assistance of a few mentors, Chris was inspired to take control of the deli and develop a plan to help the deli reach its maximum potential. At this point Chris turned to his faith, wife and friends for guidance and was backed with approval to move forward with the idea.

After careful deliberation,

and several conversations, Chris and his father Bernd came upon an agreement that would result in the succession of the company to Chris.

With this at hand, Chris has been applying his talents and skill sets into the deli to help Stamford Delicatessen reach its maximum potential and to forge a God-honouring company.



Chris Triebe

Upcoming Projects

As you may have noticed some re-arranging of the store in the past months, we are working at meeting some goals and ideas that we have for the deli.

As mentioned in the article entitled 'Future of the Deli', we are aiming to create a hot meal feature, creating a lunch menu full of delicious meals.

To accomplish this goal we are planning to carve out some square footage of store space and convert it into a

lunch service square. At this location we intend to have a designated server to assist and prepare your meals for you.

The construction of this might take place in stages as we may initially construct the area but not serve our full menu until 100% completion of the project. This process is also dependant on approvals from our health department and city permits. We hope to have this feature up and running in full by the end of March 2009.

From that point on, we will continually update our menu with new meal ideas so that we can serve you better.

***“ This coming
October we will
be celebrating
our 40th
anniversary”***

History

Stamford Delicatessen Ltd. started in October of 1969 which means that this coming October we are honoured to be celebrating our 40th anniversary.

Stamford Delicatessen was started by the late Harry Triebe and his son Bernd Triebe. Together they opened the delicatessen in the township of Stamford Niagara Falls, Ontario, hence where we got our name. As Stamford deli

grew with the population influx of Europeans immigrating into Canada, it became apparent that a large majority of customers were travelling from St. Catharines just to shop the little European style delicatessen. This opened the concept to open a second location within St. Catharines, which was then placed in the Lincoln Mall. The mid-sized deli did very well there and as the development of the front plaza was built where we are cur-

rently located, it provided the opportunity for a larger space.

In the 1990's, the Niagara Falls store was sold to Bernd's brother-in-law, Helmut Harder, who was already a long-time manager of that location. After some unfortunate smoke damage from a fire next door the Niagara falls location closed its doors leaving the St. Catharines location to be the remaining site and home of Stamford Delicatessen Ltd.





525 Welland Ave.
St. Catharines ON,
L2M 6P7

[P] 905.228.1440
[F]: 905.685.0988
info@stamforddelicatessen.com

We're on the Web
STAMFORDDELICATESSEN.COM

Quality European Flavour at Its Best

Stamford Delicatessen strives to be the best we can be, when you need us the most. Our purpose is to bring to you quality European flavour at its best. If at anytime you have a suggestion, comment, complaint, idea for a topic in our newsletter, or would even like to subscribe, please feel free to email us at info@stamforddelicatessen.com or phone us at 905.228.1440.

December 2008 Draw Winners

10 lb Toblerone Bar Draw Winner



Picture order (left-right): Mrs. Nbamsis, Chris Triebe
Winner: Rob Nbamsis

Christmas Gift Basket Draw Winner



Picture order (left-right): Mr. Schultz, Evelyn Schultz, Chris Triebe
Winner: Evelyn Schultz

Stamford
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