

New Martin's



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Tai Shadrick

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—LAVALE - Imagine a supermarket where you can log on to the Internet, scan and tag your vegetables before you reach the cashier and use a kiosk to place an order for 2 pounds of turkey that will be ready by the time you reach the deli.

It's coming to LaVale next week.

Martin's Food Markets will open its new location in Braddock Square on Aug. 15. The 68,000-square-foot location will dwarf the current Martin's in LaVale by nearly 20,000 square feet. In comparison, the Cumberland Martin's is approximately 54,500 square feet.

Tracy Pawelski, spokeswoman for Giants Foods in Carlisle, Pa., which operates Martin's, said planning for the expansion has been under way for more than two years. The expansion is part of the company's commitment to replacing or remodeling stores every five years.

With returning staples such as the Martin's Bonuscard, gas points and an in-store pharmacy, Pawelski said the new Martin's also will emphasize health and wellness as well as state-of-the-industry technology.

"Clearly, customers across our market are increasingly interested in healthy and affordable options," she said. "So this store will offer an expanded variety of products in the natural and organic categories."

These options include the Nature's Promise Marketplace, which will bear 3,500 frozen, dairy, grocery and special diet sections, as well as a gluten-free product area.

Another new amenity is the Savor Coffee Shop, a Wi-Fi cafe "where customers can bring their laptops and sit in a comfy chair by the fireplace, enjoy a cup of coffee and plug in to e-mail," she said.

Martin's EasyScan self-checkout lanes also will return, but additionally the store will offer EasyWay in the produce and bulk section of the market. EasyWay allows customers to weigh their items, view the price and print out a barcode that can be scanned through EasyScan or a cashier's lane.

"It takes the guesswork out of how much you pay," Pawelski said.

Further amenities to the LaVale Martin's include scattered touch-screen kiosks, which help locate products, print off coupons and even locate items in the store for healthy recipes. The kiosks also allow customers to order specialized cakes, party trays or meet the store's management team.

Manager Bill McElvie, who supervises the current LaVale store, will move his duties over to the new Martin's. McElvie has worked in grocery retail for more than 33 years, starting out as a cashier and working his way up.

The Cumberland resident, who is a member of the LaVale Lions Club and the Good Will Volunteer Fire Company in Lonaconing, now will supervise 230 full- and part-time associates, compared with approximately 130 at the old LaVale store.

"The new Martin's will showcase what customers have come to expect from us in the form of exceptional service, selection and savings," he said.

The new Martin's will open its doors Aug. 15 at 8 a.m. The existing facility will close for business Aug. 14 at 6 p.m. Pawelski said the company is planning to expand and upgrade the Cumberland store sometime "in the near future."

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