

METCALFE'S MARKET

Jeanne Carpenter
Manager, Specialty Cheese Department
Metcalf's Hilldale

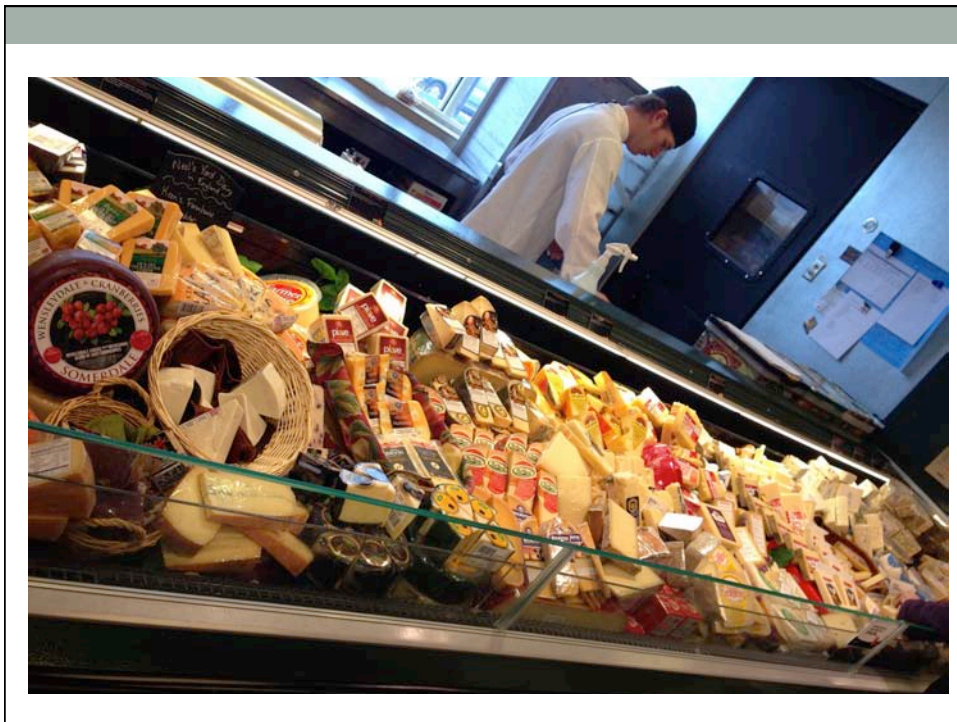
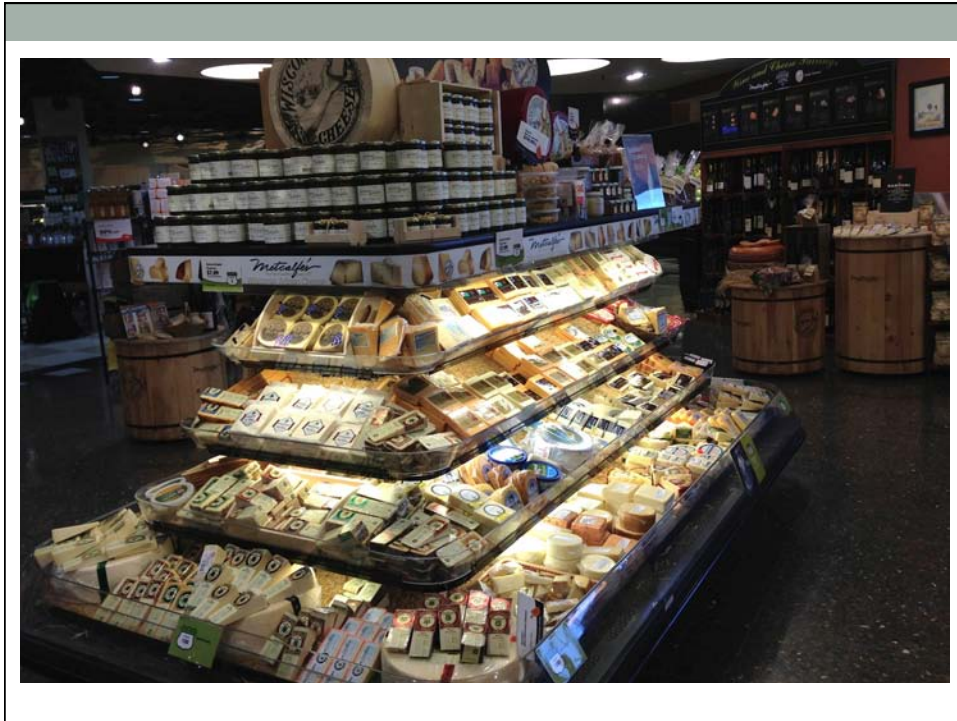
Metcalf's Market

- Two stores in Madison and one in Wauwautosa
- Fourth-generation, family owned and operated
- Known for local and premium quality foods
- Home to fresh baked breads from 25 local bakeries
- More than 500 varieties of artisan cheeses, 150 sourced from Wisconsin
- Known for the largest variety of local & organic produce in the area.
- Known for our meat department and sustainable seafood

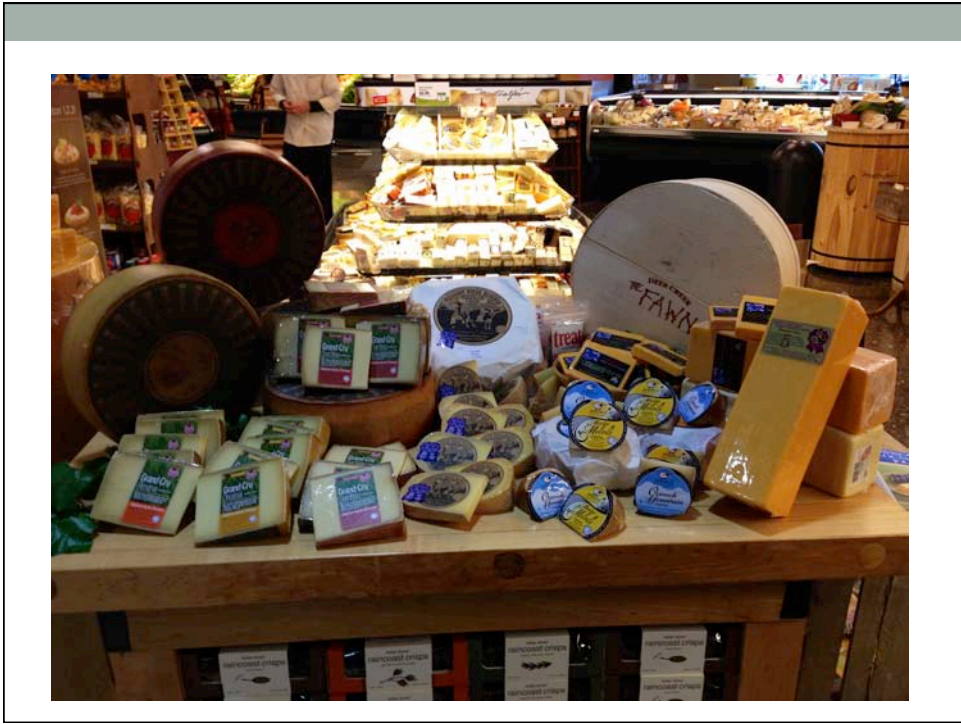
Specialty Cheese Department

- In a store that is 65,000 square feet, the specialty cheese department is 9,000 sq. ft.
- In 2000, the department was completely remodeled to focus on merchandising and lighting.
- The project was so successful that the store won two international awards for its creative design and again achieved a new high mark for sales, making Metcalfe's Sentry Hilldale the #1 Sentry store in the state of Wisconsin.

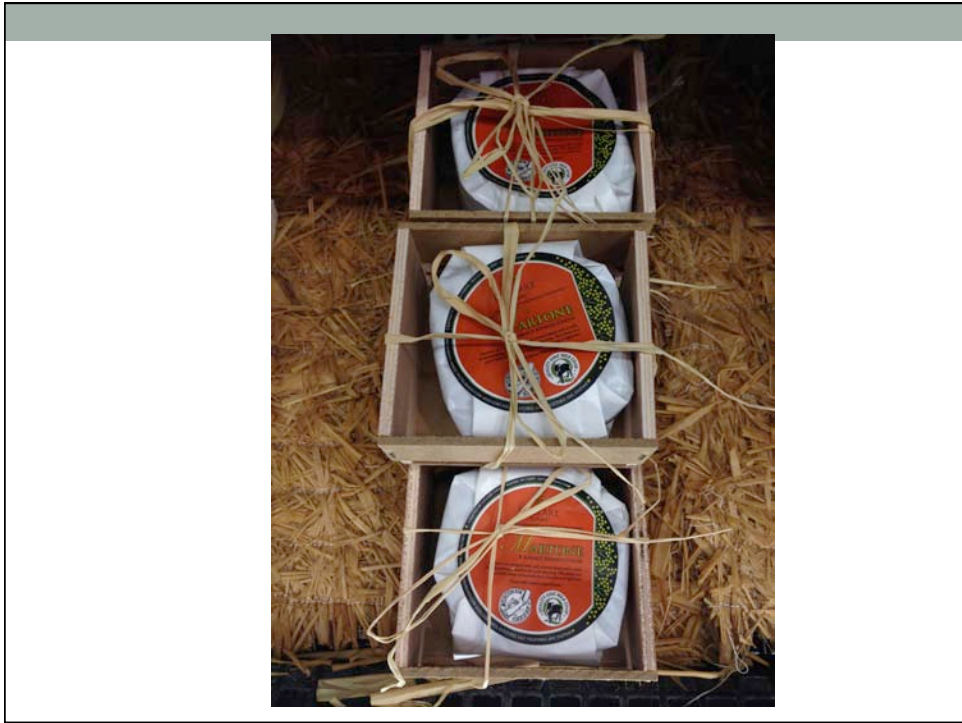




















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