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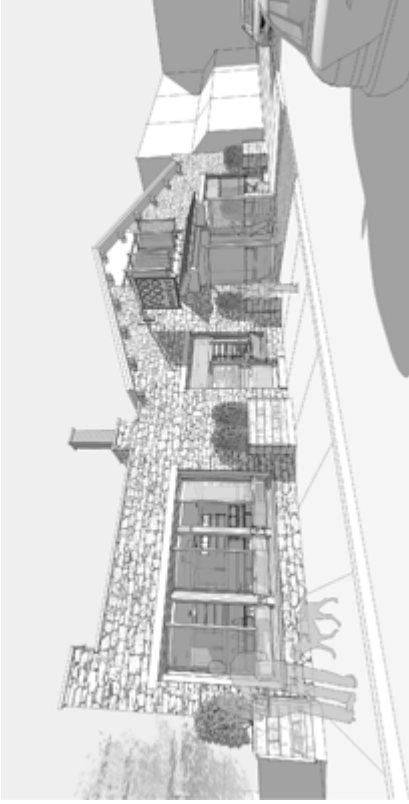
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Delivery, curb service featured in new gourmet market plans

by *Pete Mazzaccaro*



An architect's rendering shows what the Good Food Market will look like when it opens at 12 W. Willow Grove Ave.

If Jennifer Zoga has her way, Chestnut Hill will have a gourmet food market on West Willow Grove Avenue by mid-summer.

To be clear, Good Food Market will carry what Zoga calls fresh, restaurant-quality prepared foods and other convenience items — everything from milk to paper towels. It will also carry frozen foods and have a small, Wi-Fi lounge for those who want to eat there. It will

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not be a place where you can do your weekly, bulk shopping, though.

In other words, it's an upscale, health-conscious Wawa.

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"We are calling ourselves a sophisticated convenience store," Zoga said in a recent interview at her Mermaid Lane home. "It's what a convenience store should be. A lot of people travel into the city and by the time they come home, everything's shut down and they have a limited option of what they can do for dinner, and they eat poorly and get tired and more angry.

"We want to provide an option for people to get the food they want in a way that is stress-free, enjoyable. It's posh without pretention."

The new market will be located at 12 W. Willow Grove Ave., home of the old Grove Storage.

The 40-year-old Chestnut Hill mother of two is a former marketing professional who worked in center city helping start-up businesses promote their products and services. She moved to Chestnut Hill from Center City five years ago with her husband, Adam, a radiologist at Thomas Jefferson University Hospital. She became a stay-at-home mom for her two daughters, Olivia and Helena, 5 and 2 respectively.

A few years ago, she began to entertain the idea of a small, specialty food market like the kind she had enjoyed in other career stops in Boston and New York City. The business plan for the new market was fostered with friends she met in her daughter's playgroup. Instrumental, Zoga said, was one of those friends, Liz Bales.

"She worked with me to fine-tune the concept, to find the space, and she is still helping with the architect and the contractors and giving me pep talks frequently even though she is eight months pregnant and would rather be lying down," Zoga said. "Good Food Market never would have happened without her."

Though "upscale Wawa" might be appropriate to a degree, Zoga said her Good Food Market will be more convenient than the mega chain in several key ways.

"What we want to focus on is making the most convenient store possible," she said. "If you don't like parking, if you don't want that hassle, we're going to have curbside pickup. We're going to have delivery.

"You can go on our Web site (It's already up at www.goodfoodmarket.net), you can call can call us, you can say, 'hey I've got a kid strapped in the back and I can't even ... bear to get out of the car for milk' and we'll run it out to the car for you. You can call and say, 'I don't even know what I want for dinner,' and we will work with you."

If all goes well with construction at the space, The Good Food Market will be open in mid

summer. Zoga's is planning to be open from 7 a.m. to 8 p.m., but will offer delivery service until 10 p.m.

It's a tall task, especially for a mother of two small children, but Zoga is optimistic about the new venture.

"I don't think there's ever a perfect time [to start a new business]," she said. "You have to jump in. I can have my kids and I can be a mom and I'm not going to be the stressed-out maniac I was as a consultant. It will be a much more livable lifestyle. I hope I can be a role model to my daughters."