



Rastelli Market

Keeping Business Fresh for 34 Years

What started as a single butcher shop in Deptford, NJ has evolved into a specialty grocery store and global warehouse.

What remains the cornerstone of their success is their tradition of 100 percent customer satisfaction.

Ray Rastelli began the business in 1975 and was later joined by his brother, Tony. Today customers will find a lot more than a butcher section in the store.

"Our growth can be attributed to owners Ray and Tony Rastelli, who have an entrepreneurial spirit backed by a solid work ethic," said Director of Employee and Community Relations Laura Morris.

Part of Rastelli's success was the brothers' ability to learn. "Every challenge was met with learning and internal growth. Working with the Rastelli family, we all carry a sense of pride knowing that we hold the legacy of such hard work and dedication," said Morris.

Rastelli Market is far more than your average grocery store, she said. "Rastelli Market offers high-quality food with field experts to assist our customers. We take pride in providing a personal customer experience that exceeds expectations. We see our customers as an extension of our own family. Ray Rastelli ensures that everyone knows that nothing will be presented to a customer that we would not serve our own mothers," she said.

With a 4.6-star rating on Google and 4.5 rating on Facebook, customers appreciate Rastelli's attention to detail.

Besides fresh groceries, Rastelli Market prioritizes the

customer experience. Morris reports the company has specialists to serve customers in the meat and seafood departments and offers full-service catering.

"We also have a team of superior chefs and bakers who prepare meals to order for customers who would like to join us for breakfast, lunch or dinner," said Morris. Customers can also order groceries for delivery to their door from the Rastelli website.

Rastelli Market continues to evolve to meet the needs of its customer base and remain efficient. The meat department uses technology to cut meat with precision, and they invest in customer programs to better serve their needs. Nothing replaces the personal touch Rastelli Market provides its customers, Morris said.

For people looking to start their own business doing something they love, Morris said they can learn from the Rastelli family.

"Surround yourself with wonderful people who support your vision and will help you grow. Treat your employees like extended family and they will be loyal. Ultimately, if you love what you do and feel great about what you are providing, it is worth the investment," she said. ■

