Introducing Gordy's as a new Alternative Key Account

Owned and operated by the Schafers for over 50 years, Gordy's Market has family at its core. Now with 26 stores, each location connects to its customers through community giving programs, friendly service, and time-honored traditions. Gordy's is committed to delivering what today's families want, from the classic choices to healthier options with a contemporary twist.

Gordy's Market Locations

26
Current Store Locations

Chippewa Falls, WI Headquarters

■ Current Stores

Store Profile

Of Gordy's 26 stores, 15 are located in cities with populations between 1,350 and 3,600 people. The stores range from 8,000 to 25,000 square feet.

A community retailer offering quality and value to its customers

Growing from a single location of just 1,000 square feet, this family business has become the neighborhood grocer of 26 communities. Now in its third generation of Schafer leadership, Gordy's Market is still built on family recipes, freshness, and affordable everyday value.

Living Local

Gordy's takes pride in a vibrant selection of seasonal produce from local growers in Wisconsin and Minnesota, plus a range of other local goods around the store.

Kitchen Classics

With signature bakery items, catering, and a renowned smokehouse meat program, Gordy's high quality prepared foods are a staple of the neighborhood grocer.

Optimize your brand's sales and identify new opportunities at Gordy's Market.

SPINS and Gordy's Market have partnered to support the success of natural and specialty brands and provide customers with the most relevant product assortment to help them achieve their health and wellness goals. Through SPINS Key Account data, manufacturers can objectively analyze their products' performance and work in collaboration with Gordy's Market.

SERVICE SPECIFICS

SPINS Channel	Alternative Retailer
Measures	All SPINS measures available
Products	All available SPINS categories and attributes to the item level
Data Starting	Week ending January 26, 2014
Availability	In SATORI with Period 11 Included for clients purchasing all SPINS Alternative Retailer Key Accounts; otherwise available for purchase