



# Asterville Freshmart

Denis and Linda took a leap of faith when they purchased Perron's Freshmart 3 years ago. When the opportunity came to purchase this long standing staple in our community, they couldn't pass it up. As with the former owners, they are hopeful that it remains in the Valiquette family for years to come. Denis and Linda avow that it was their employees that allowed for a smooth transition, as their long term employees (of which there are many) were knowledgeable and assisted with their every need.

We visited with Denis and Linda to ask them a few questions about their business. Throughout our visit, the word "kindness" was spoken many times. Denis and Linda are adamant that showing kindness to others pays dividends. It is clear that this value is shared by their employees who are always happy and willing to help customers with whatever they require often with an infectious smile that leaves you happy that you stopped in.

It has been a busy 3 years, with no signs of slowing. The Valiquette family has since rebranded the store, although "it will always be Perron's Freshmart", to the Asterville Freshmart, with new colours, signage, paint throughout and LED Lightning. They are also happy to be providing new products such as products for the outdoorsman to create their own dried meats and sausages at home. They look forward to expanding this service in the future. Did you forget to pack a lunch? They are also excited to provide hot meals from Monday to Friday at the Deli.

Our final question to Denis and Linda was whether they had any advice for new business owners in East Ferris. Their reply? "Word travels. Be kind, not only to your customers, but to your employees, your stakeholders and everyone else you come across. East Ferris is a good place to be - take the leap!"

For more information on what the Asterville Perron's Freshmart has to offer, please visit <https://www.freshmart.ca/> or call 705-752-1930.

