

## DIVERSE SUPPLIER SPOTLIGHT: **Janssen's Market** BY COLIN HEFFINGER

» In the face of a storm, the power of teamwork is indispensable. For Janssen's Market, a woman-owned business, this statement sparks veracity throughout the challenges confronted during the COVID-19 pandemic. As the pandemic has swept across the world, Janssen's Market has utilized the harmony of its full-staffed workforce to quickly adapt in order to continue providing their customers the same convenience and specialty items they've cherished for over six decades.

Janssen's Market lusters as a gourmet convenience store, making it unique from a traditional grocery store. It creates an opportunity for customers to top-up throughout the week, purchase a specialty item they've been looking for and stock up on paper towels all in a single visit. Janssen's Market provides a convenient, smaller and safer space for the elderly to get what they need. Many employees are full-time staff, leading to regular faces that customers see and interact with daily. The atmosphere of Janssen's Market embodies the prevailing role of family and community across its management, employees, and customers alike.

Recently, the public health crisis has highlighted the importance of community connection and collaborative safety as a regular role in the well-being of everyone. The daily commitment of the workforce at Janssen's Market has consistently maintained these priorities throughout the changes brought upon by the



grocery stock on the floor because that is where we are most busy. Our catering team has created curbside pick-up for the elderly and challenged customers who are scared to come into the store. It's a real

pandemic. Consumers are noticing the immeasurable value this creates.

Paula Janssen, general manager and granddaughter of the original founder of Janssen's Market, explains the daily impact of their teamwork. "We've received a lot of thank-you's from our customers. On April 30th, a long-time customer called and gave a \$25 gift card to every team member in appreciation for their daily sacrifices. In our busy lives we're so focused on what's next. People have slowed down and looked up to see the team members that are working so hard for them. They've stopped to say thank you for their efforts."

Paula elaborates on the challenges the small business has faced throughout the COVID-19 pandemic. "I am amazed by how our team has adapted to everything dropped on us. We've pivoted quickly, using our diversified supply chain to provide us with the products we need on our shelves that other chains might not have. Cooks and chefs are putting up

challenge but a strength that small businesses have to pivot and adapt to move forward."

Janssen's Market has strived further to protect the safety of consumers on the inside. Team members are continuously monitoring the number of customers in the store, constantly sanitizing baskets and carts, maintaining markings on the floors to manage social distancing, starting at 3 AM to get stock up sooner, and wearing masks and gloves at all times. Each measure is an effort by Janssen's Market to continue to provide their consumers with the safety and sense of community that they know and trust.

"Thank you for supporting us, a small business," Paula reflects. "Everyone has been kept fully employed. There are no lost hours. We'll make it through this and all the challenges ahead with the support of the community and all our amazing customers. We stay true to who Janssen's is, it is always a strength and will be in the future."