

Brick Walmart last at Jersey Shore to get full grocery

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Walmart in Brick adds supermarket: Walmart in Brick has expanded, adding a 33,000-square-foot supermarket with grocery, produce, bakery and deli. The store, now open 24 hours a day, is fully renovated too. IPHONE VIDEO BY DAVID P. WILLIS

Now 20 years old, Walmart in Brick, one of the oldest in New Jersey, has just gotten a facelift. But it's more than just some paint and new lights.

The changes include a 33,000-square-foot addition filled with grocery, deli, produce and dairy aisles and displays, as well as a bakery.

"Everything is brand new," store manager Michael Zanetti said. "The whole entire store has been renovated."

Watch the video above to see some of the changes.

Starting today, the store also will be open 24 hours a day. Walmart has added 80 full- and part-time jobs to aid in the expansion and now has about 300 jobs at the store.

Over the last several years, Walmart has added full supermarkets and renovated its stores around the Jersey Shore. Brick is the last of its stores in Monmouth and Ocean counties to have added an expanded supermarket. Walmart's store in Toms River only has a small grocery selection, but the company wants to build a new store on the border of Manchester, a controversial proposal that is now in the courts.

On Tuesday, workers were putting on the final touches, stocking shelves in the frozen food and grocery areas and serving customers before the grand opening today.

Brick resident Rita Strobel liked what she saw during a shopping trip.

"Everything is in one spot," Strobel said. Now she can shop for clothing, housewares and grocery at the same location, she added.

"The best part is the grocery part of it," Strobel said. "The prices are great, really reasonable."

Known for its low prices, supermarket competitors in the area are expected to sharpen their

own prices now that Walmart has expanded its grocery offerings, said analyst Matthew P. Casey, owner of Matthew P. Casey & Associates in Clark.

Supermarkets also will add some employees to increase their own customer service, he said.

“The competition is not going to lay down and die,” Casey said. “ShopRite is notorious for not letting Walmart come in and take business. They will fight. They will fight Walmart tooth and nail.”

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