

Freehold Foodtown closing supermarket



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(Photo: DEVIN LORING/STAFF PHOTO)

FREEHOLD – In a concise [Facebook post](#), [Foodtown on Route 33 in Freehold](#) (<https://www.facebook.com/FoodtownofFreehold?fref=ts>) confirmed its closure.

"Store closing 10% all items except tobacco, milk and bread," the post read.

Foodtown in Freehold is owned by Norkus Enterprises. A representative could not be reached for comment.

Earlier this month, a Super Foodtown in Toms River that was owned by Food Circus Supermarkets Inc. announced its closure, while a Stop & Shop in Manalapan made the announcement that it's closing in July, exactly a week later.

A ShopRite is located one mile from Foodtown on Route 9 in Freehold Township.



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[Stop & Shop closing Manalapan supermarket](#)

(<http://www.app.com/story/money/business/main-street/2015/06/10/stop-shop-manalapan/71031254/>)

In 2011, Norkus, the company that owns the Freehold Foodtown, sold five Foodtowns located in Freehold Township, Manalapan, Neptune City, Point Pleasant Beach and Long Branch to Stop & Shop.

Even though a new supermarket hasn't opened up in the borough that would directly challenge Foodtown, Matthew Casey, a market analyst at Clark-based Matthew P. Casey and Associates, said competition would have built over the years.

"Actually a lot has changed over the years. It might not have happened within the last year so to speak, but a bunch of competition opened up on Route 9, and over the years it just whittled away his volume."



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[Why is Super Foodtown of Toms River closing?](#)

(<http://www.app.com/story/money/business/main-street/2015/06/03/super-foodtown-closing/28420899/>)



The Foodtown on Route 33 in Freehold is closing. (Photo: DEVIN LORING/STAFF PHOTO)

Casey acknowledged that he does not know the exact reasons why Norkus Enterprises would want to sell their last supermarket, but did note that the supermarket business is not particularly profitable, with the average profit margin being only 1 or 2 percent. Norkus owns the Max's Beer, Wine & liquor chain.

"I can't speak for exactly why he's closing it, but the supermarket business is really tough," Casey said. "As an older guy who sold his other stores, maybe it was time."

"Maybe Mr. Norkus thought it was time to give up. Quite frankly if you're not along the Route 9 corridor you're competitively at a disadvantage."

Don Archbold, of Freehold Township, said he was sad to see the store close.

"Well, I think it stinks, because its convenient for me, I live close by," he said. "It stinks for the employees too. They had no idea it was closing evidently, they just sprung it on them. I feel really sorry for them."

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