



Our Market...60 Years & 3 Generations...a Family Tradition

We are a family run business that is committed to providing a superior shopping experience for our customers, a high-quality work environment for employees and ongoing support for the community.

January 1946, marked the beginning of the Clements family venture as a Central Coast Grocer. Grandpa Lester Clements opened his first grocery store in Freedom, California and called it The Fairway Market. An area rich in agricultural diversity and natural beauty, it is best known for being a premier produce growing region.

The Fairway Market was small and by 1955 Grandpa Lester began looking for a bigger and better location. He found one not too far away in Salinas, California and called it Ron's Market, naming it after his son. The entire family worked there over the next twenty-five years. Lester and Ron stocked the shelves while their wives Edith and Marlo ran the store's front end operations and managed to run a smooth home front! As for Ron and Marlo's two children, well they practically grew up in the back room of the store, sorting soda bottles and soon advanced to other duties as they were able between school and sports activities. "We'd skateboard to the store after school and Grandpa would make us grilled cheese sandwiches. After our snack, we would stand on milk crates to bag groceries!" The young Clements also carried groceries for customers, not just to their cars, but occasionally all the way home!

Despite its loved place in the community, Ron Clements Sr. began to realize that yet another move was necessary and the elder Grandpa Clements came to realize it was time to enjoy life and slow down a bit. Ron Sr. soon discovered a new store in the heart of the San Lorenzo Valley. He purchased it December 1978 and called it Ben Lomond Super. It's earlier history as Dickenson's Market could be traced back to April 17th 1906, one day before the Big San Francisco Earthquake! Carrying the values of friendliness and service with them from Salinas, Ben Lomond Super became a significant part of the local community. "The Super" as it was knick named by the locals, became a success story as the relationship between the business and its loyal customers grew.

The patriarch, Grandpa Lester Clements, who was 87 years old, continued to deliver produce from Salinas a few days a week until his passing. His wife, Edith sat on the seat right beside him "just going along for the ride". Afterwards, they took time to have lunch and visit with employees, offering advice and sharing ideas at the table. A new century came, Ron and Marlo's children grew and moved into positions of greater responsibility, enabling their parents to have a little more time for leisure. Not to worry though, they still pop in regularly to oversee daily operations are running smoothly and that "service is carried out" the Grandpa Lester way!!

While family members still work closely in the business today, the growth of the market has meant an increased reliance on the employees. "It takes more than family; the staff is equally important. I don't think we'd be here without them. It's the people we work with that are the reason we are successful." But that doesn't mean the family won't continue to be an important part of the business. In a few years, you may very well see a fourth generation of the Clements legacy! While there was and has been a staunch work ethic handed down throughout the generations, there has always been room for outside endeavors and many civic commitments.

Vision ~ Mission Statement

Ben Lomond Market is an organization committed to providing a uniquely superior shopping experience for customers, a high-quality work environment for employees, and ongoing support for the community.

We recognize that our success depends upon the *quality* of our products, services and relationships. Our team of highly skilled professionals is committed to ongoing communication and education to remain on the cutting edge of technology, product information and customer demand. Each of our employees reflects the values of our Market in the quality of their teamwork, integrity, creativity and workmanship. *Together* we form a community of professionals dedicated to ultimate employee and customer satisfaction.

With 60 years of history, the Clements family as Ben Lomond Market maintains strong community ties. We are constantly adapting our product selection and service to be pioneers in the grocery business, while retaining a family *tradition* of courtesy, hospitality and customer service of a bygone era. Our responsiveness to every detail of the shopping experience – from being greeted with a friendly smile, to finding exactly the right product on the shelf, to walking through a beautifully decorated interior, to no lines at the checkout stand – has made us a recognized *leader* in the industry.

Our commitment to a *vision of quality* and community has fostered loyalty in both customers and employees that is rare to find. Consistently meeting the needs of our employees, customers, and community at large has built a climate of mutual trust that insures continued customer and employee satisfaction, profitability and sustainable growth. As we move forward in the new millennium, we take *pride* in our contribution as members of the Ben Lomond Market.