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Site locates online grocers

Web shoppers can find stores near them

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BY JEFF BENNETT
FREE PRESS BUSINESS WRITER

GroceryStreet.com introduced metro Detroit to a new online grocery shopping experience Tuesday with the launch of its Web site. The site acts as a portal connecting area shoppers to nearby grocery stores that will allow them to shop online.

On Tuesday, shoppers could order from **Value Center Market** in Livonia. In the next two to three weeks, GroceryStreet.com plans to add **Hollywood Market** in Troy and **Shoppers Market** in Center Line, as well as **Vegas Market** and **Value Center Market** in Warren.

"We basically locate the retailers, but all ordering is done over each store's Web site," said Francie Black, the company's founder. "We help people who are short on time."

Internet shoppers access the Web site, www.grocerystreet.com, enter their ZIP code and receive a list of area stores offering the service.

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At checkout, a shopper enters a credit card number and the order is forwarded to the selected store.

A store worker picks out the items and bags them. The customer goes to the store and picks up the order at the customer service desk at a specified time. Stores are requiring a four-hour lead time to fill an order. They charge the credit card at the time of pickup.

Black said that GroceryStreet.com does not incur costs of distribution, warehousing or delivery, which separates it from delivery operations like **Webvan** or the defunct grocery service of **Priceline.com**.

Retailers pay a monthly fee ranging from \$1,000 to \$3,000 to be a part of GroceryStreet.com.

Contact **JEFF BENNETT** at 313-222-8769 or jbennett@freepress.com.

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