

Coppa's new King City store will be a leader



By Mark Pavilons]

King Township is anxiously awaiting its newest famiglia.

The new, 50,000-square-foot Coppa's Fresh Market is progressing nicely in the King's Ridge Marketplace in King City.

When it opens its doors in early fall 2016, it will be one of the most innovative, full service grocery stores in the GTA. The exciting project, which will bring "a World of Food" to King, will have many unique features, including one that will be brand new to the industry.

John Louie Coppa, President of Coppa's, wants to keep this close to his vest for now but customers can rest assured that they're in for a treat.

Coppa's will also have a drive-thru area. Shoppers can place their orders online and their groceries will be ready for pickup at a set time. For busy families on the go, it's a convenient option to grab some necessities or pick up dinner on the way home from work.

It was Mayor Steve Pellegrini who first introduced Louie Coppa to King and the possibility of coming to the area. After a few visits and meetings, it was clear that both Coppa's and the community of King would be a good fit for each other.

The Coppa family visits the area regularly to keep an eye on the store's progress. As a family-run company, the Coppas are very hands-on and proud of their accomplishments.

Many staff members have been with the company for decades, with a few upwards of 30 years. It's a testament to the sense of commitment and values that Coppa's exudes.

John stressed that the variety at Coppa's is "second to none" no matter what department you visit, bringing the world of food to its customers. A trip through its current corporate head office store on Dufferin south of Steeles reveals a massive, spacious and well-appointed grocer. It's inviting, offering a limitless lineup of meats, deli and fresh produce. Butchers provide perfect cuts of aged beef and the Illy café serves as an ideal spot for lunch or a cappuccino. The hot food area offers some great meal options, made fresh on site.

The mile-long pastry counter is enticing. Louie noted that roughly 80% of the pies, cakes and desserts are baked fresh in-store.

What's more, Coppa's prides itself on customer satisfaction. "If they want it, we have it," he said, noting they will order in special requests from customers. John noted the King City location will not only offer indoor seating, but an outdoor patio as well.

International cuisine is their specialty, and John added they stock an impressive lineup of imported products from around the world, to meet the needs of every ethnicity.

Coppa's is backed by a lot of experience in the food business. In 1963, the Coppa family opened their first grocery store at 1558 Queen Street West in Toronto. Louie has fond memories of helping out at the outdoor market when he was just a boy. The Coppas themselves are modest about their success. Their stores, products and service speak for themselves.

"Service is a big part of our business," Louie said.

Even though they haven't opened the doors, Coppa's has been an active supporter of King charities and local events. From the King City Beer Festival to Christmas in King City, Coppa's has a local presence.

"We're very community oriented," Frances said. And the feedback has been "overwhelming." Even with the opening still months away, there's no doubt that Coppa's King City will be a family favourite.

For more, visit <http://www.coppas.com>.