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BUSINESS - MENZIES CELLARS

IN BUSINESS SINCE 1955 (WITH TAIRI FAMILY 18 YEARS)
NOW NEWLY RENOVATED AND TRADED BY
SONS FERDI AND FEIM. TAIRI
EXTENDED FLOOR SPACE MAKES SHOPPING
MORE COMFORTABLE.

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MENZIES CELLARS

Business profile



Terry with sons Feim and Ferdi and Greater Dandenong Mayor Jim Memeti. 168125 Picture: STEWART CHAMBERS

Foodworks brothers running the show

By Casey Neill

Brothers Ferdi and Feim Tairi remember finishing their school day and running from Dandenong High School to their parents' Menzies Avenue Foodworks store.

They officially joined the Dandenong North family business, Menzies Cellars, when they finished their schooling.

Ferdi and Feim are now 32 and 30 and while dad Terry still regularly lends a hand, the brothers run the show.

On Monday 15 May they officially opened a renovation that's doubled the shop's product range with help from Greater Dandenong Mayor Jim Memeti.

"This business has been here since 1955," Ferdi said.

It's been with their family for nearly 18 years.

"We intend to be here long term," Ferdi said.

"We've put a big investment in here.

"We love Dandenong. We live, work and love Dandenong.

"Mum and dad have lived here more than 50 years."

Feim said the store was previously known as "a

bottle shop with a bit of milk and bread".

"We just want people to know that we are a convenient, independent supermarket," he said.

"We think the area needs it.

"It's just so convenient, the whole strip, if you need a few quick things before work or after work.

"The area's growing.

"We're trying to grow with it."

Feim said they increased the floor space to offer "a greater range and a more comfortable place to shop".

He said shoppers could now pick up 80 per cent of their weekly grocery needs in the store.

There's a butcher next door, and a green grocer on the other side.

"There's not many shopping strips left in Dandenong," Ferdi said. "They've all died out."

He said independent supermarkets gave people the option of shopping somewhere other than Coles and Safeway, and access to products not stocked by the duo.

And they're happy to receive customer requests for specific products.

"We're willing to go above and beyond," Ferdi said.