

Stop & Shop closing Manalapan supermarket



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(Photo: DEVIN LORING/STAFF PHOTO)

MANALAPAN – Food shoppers in Manalapan will have one less option, as Stop & Shop plans to close its supermarket there.

[Stop & Shop Supermarket Co. LLC \(http://stopandshop.com/\)](http://stopandshop.com/) announced the company will close its store at 700 Tennent Road, just off Route 9 in Manalapan on July 10.

"After a thorough review of the operating performance of our stores, we made the difficult business decision to close our Manalapan store location," said Don Sussman, Stop & Shop's New York Metro Division president, in a news release.

Sussman encouraged local shoppers to visit the chain's Freehold Township location off of Route 537, located six miles south of the Manalapan location.

All 80 associates from the Manalapan store location will be offered positions to work in other Stop & Shop stores in New Jersey, the release said.



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

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

Shoppers at the store Wednesday were surprised by the news.

Preston Deutsch of Manalapan, whose office is across the street, remembered when the location housed a Grand Union and then a Foodtown before becoming Stop & Shop.

"ShopRite just expanded. They're (supermarkets) all competing. It's very, very tight margins," Deutsch said.

"Sometimes it's not what you bring in but what you bring home," Deutsch said.

The closing of the Stop & Shop follows recent closings of a Super Foodtown in Toms River, which is closing June 20, and a Lakewood ShopRite, which closed on April 1 in light of a newer bigger ShopRite opening four miles away in Howell.



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[ShopRite opening in Howell, closing in Lakewood](#)

[\(http://www.app.com/story/money/business/main-street/2015/04/15/shoprite-howell-lakewood/25827791/\)](http://www.app.com/story/money/business/main-street/2015/04/15/shoprite-howell-lakewood/25827791/)

Recently, Matthew Casey, a market analyst at Clark-based Matthew P. Casey and Associates, told the Asbury Park Press that ShopRite is "dominating the supermarket landscape in New Jersey."

The closest ShopRite locations to Manalapan are in Marlboro and Freehold Township. Manalapan still has a Wegmans on Route 9.

Stop & Shop operates about 400 stores throughout Massachusetts, Connecticut, Rhode Island, New York, and New Jersey.

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