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Daleys become new owners and operator of Vermont Country Deli

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The Vermont Country Deli, the well known landmark on Rte. 9 at I- 91's Exit 2 has been sold to Bill and Judy Daley. The upscale gourmet store and deli has served the local community, travelers and vacationers for over 20 years. The seller of the store Judeth LeFevre, its sole shareholder, has operated and developed the business into a substantial and highly successful enterprise.

LeFevre credits the success of the business to its unique location and to "an experienced and talented core of employees" who will continue with the business. "Our people offer great service and produce a quality product, well displayed to appeal to an upscale clientele who regularly patronize the store." The store's location at Exit 2 makes "us a convenient stop for those seeking quality, freshly prepared salads, soups, sandwiches, tasty dishes, pastries, and a vast array of Vermont products."

The Daley's are no strangers to the area. Judy graduated from Brattleboro Union High School in 1977 and from Miami University (Ohio) with a degree in accounting. Most recently she was an accountant with Degler-Whiting, Inc of Frazer PA.

Bill Daley has twenty seven years experience in information technology, management and accounting. He has experience in the food service industry in a number of capacities managing a full service restaurant and beverage enterprise. He has also worked as a short order cook and bartender.

The couple was seeking a business in New England when they contacted Philip Steckler of Country Business, Inc in 2006. "Phil offered us a number of opportunities throughout New England. However, when the Vermont Country Deli became available, we knew this was the right business for us" said Bill, "Here was an attractive, profitable, well managed business in which we have had a lot of experience, and in a highly desirable community." Judy said, "Bill and I really wanted to work together; it was time for us to leave our positions and move back to an area where we could work hard and pursue our lifestyle goals".

"This was an interesting assignment for our firm" stated Steckler. "We felt this was a special business when we accepted the assignment, but the response we received was terrific. Within 45 days we had three highly qualified buyers prepared to purchase the store. In effect, this enabled LeFevre to choose her successor." LeFevre adds that "having a couple with roots in the community combined with the Daley's' skills, experience and personal manner made them the right choice. We attended the annual International Fancy Food Show together in New York City in July, and have spent a lot of time together. I am confident that they have the ability and energy to take the business to the next level. I look forward to working closely with them during the transition." Jude credits her success to the support and friendship of the community as well as a few special consultants who have assisted her over the years.

