

BUSINESS RECOGNITION

the town of
Conception
Bay South



Celebrating fifty years of community.

Seal Cove Grocery

198 Seal Cove Road

Established 1970

First opened by Norm Ares in 1970, Seal Cove Grocery was purchased in 1980 by Frank and Marie Peddle who expanded the storefront soon after.

Then, Frank and Marie's son Mike and his wife Michelle purchased the store in 1990. "Our first year was tough," Mike says. "The bridge on Seal Cove Road washed out and we were cut off from a significant portion of our customers for six months." Michelle also recalls the cod moratorium in 1992. "We saw the impact it had on a lot of families in Seal Cove. It's such a tight-knit community," she says.

A large-scale expansion in 2003 was to accommodate an NLC Agency Store. "As Seal Cove grew, our business grew. We have been grateful for the support of the community," Mike added.

Mike and Michelle Peddle operated Seal Cove Grocery for 31 years before retiring. Now, the current owners Kristen and Thomas Dwyer and their business partner Christopher Reynolds are thrilled to be part of a tight-knit community.

"We were so happy to share our one-year anniversary with our local customers in June 2022. So many people visited



Seal Cove Grocery undergoes an expansion in 2003. This allowed the store to expand its business with an NLC Agency Store. Photo: Michelle Peddle

that day. It's a wonderful memory", says Kristen. "We value community support so much, and in return we want to support our community and customers."



Owners Kristen and Thomas Dwyer and their son Brody proudly display their 2022 Bright Business Achievement Award from the Town of Conception Bay South. Photo: Kristen Dwyer

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