

## KUDLER INTRANET

### Home

[Internet Site](#)[Administration](#)[Finance & Accounting](#)[Sales & Marketing](#)[Human Resources](#)[Operations](#)[Information Technology](#)

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[Virtual Organizations](#)

## Kudler Fine Foods

Kudler Fine Foods is a local upscale specialty food store located in the San Diego metropolitan area. The company has three locations (La Jolla, Del Mar and Encinitas). Each store has approximately 16,000 s.f. of retail space located in a fashionable shopping center. The stores are stocked with the very best domestic and imported foodstuffs and divided into the following departments:

- Fresh Bakery and Pastries
- Fresh Produce
- Fresh Meat & Seafood
- Condiments and Packaged Foods
- Cheese's and Specialty Dairy Products

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### *Kudler Fine Foods*

#### *Our Mission*

*Kudler Fine Food's mission is to provide our customers the finest in selected foodstuffs, wines, and related needs in an unparalleled consumer environment.*

*Our selections, coupled with our experienced, helpful and knowledgeable staff, merge to offer each customer a delightful and pleasing shopping outing.*

*We will provide this service because we "shop the world" for our products; purchase only the finest of products; are highly selective in acquiring our team members; and will go to extensive lengths to assure that Kudler's is the purveyor of choice for customers aspiring to purchase the finest epicurean delights.*

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### History

Our founder, Kathy Kudler, was the Vice-President of Marketing for a large defense contractor. Weary of the constant travel and the pressures of corporate life, Kathy was looking for other opportunities. As it happened, Kathy relieved her stress through gourmet cooking and on a shopping trip for ingredients for a gourmet repast, she



suddenly realized that there was an opportunity for an upscale epicurean food shop in La Jolla.

Kathy developed a business plan, obtained financing and six months later, on June 18, 1998, the first Kudler Fine Foods opened. Within nine months the store was at break-even and was profitable for the year.

In 2000, a second store was opened in Del Mar and in 2003 our third shop opened in Encinitas.

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