

Shreeji International

Bringing variety to our tables

A welcome addition to the Quadrant answers a strong need for groceries from India, Africa and China for these and other communities. Shreeji is a family-owned grocery store run by husband and wife team, Ritesh Thakor and Nirali Jaiswal.

Nirali realised there was a gap in the market, “Local residents had to travel to Luton or even go to London to find what they wanted. The Covid situation made travelling a concern, especially for the elderly or people with underlying health conditions. We saw that a shop in Dunstable’s town centre made good sense.”

Fresh fruit and vegetables are bought directly from the suppliers four times a week, exported from different Asian, African and European countries. Sweets and snacks are bought from popular vendors in London.

“If customers are not able to come to the shop, we will take an order and deliver it to their door – service starts 31 March www.yourgrocerypartner.co.uk”

Shreeji International is gaining in popularity among customers for its fresh products, borne out on my visit when the shop was busy, yet observing social distancing rules.

“Our opening times, display of quality fruit, vegetables and other products and location in the town centre, are all liked by our customers as are providing a polite and speedy response to our customers wants.”

Shreeji is clearly a positive addition to our town bringing products from afar to particularly, those who want to have food from their homeland. For others, an opportunity to try new tastes?