



# Careers Industries

*Enriching the lives of people with disabilities*

***For Immediate Release***

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**CAREERS INDUSTRIES SHIFTS INNOVATIVE TRAINING PROGRAM FOR PERSONS WITH DEVELOPMENTAL DISABILITIES TO MAJOR AREA GROCER**

***Having met its original objectives, Greater Grain Gluten-Free Goods specialty store will close as training program moves to Piggly Wiggly***

**RACINE, WI – February 24, 2015** – Careers Industries is marking the closing of one successful chapter in its work and embarking on another. Since 2012, the non-profit organization has operated its own specialty grocery store, Greater Grain Gluten-Free Goods, which provided a first-of-its-kind customer service and retail paid training program in Racine County for adults with developmental and cognitive disabilities. The training program has been so successful that it is now moving to the Piggly Wiggly grocery store in Mount Pleasant. With this shift, Careers Industries has announced the closing of Greater Grain.

“Greater Grain has been a critical component of Careers Industries Partners in Integrated Employment program, with 20 participants who have gone through our S.H.a.R.E (Service, Handling and Retail Experience) program,” says Joe Greene, Executive Director of Careers Industries. “With the guidance of a job coach, participants interested in pursuing retail work have learned how to greet customers, answer general merchandise questions, stock shelves, take inventory and check out customers.”

At the same time, Greater Grain filled a significant need for more gluten-free offerings for area residents suffering from celiac disease or gluten intolerance, or those who simply looking to eat healthier. Greater Grain was Racine County’s first gluten-free grocery store and was named the 2012 New and Innovative

Business of the Year Apollo Award winner by the Racine Area Manufacturers and Commerce (RAMAC). Upon its opening, the store quickly developed a loyal customer following that showed other larger area groceries, as well as new market entrants, that there is a growing market for a larger inventory of gluten-free and related products. Since Greater Grain opened, gluten-free inventory has expanded rapidly at new and existing area groceries.

Careers Industries has secured the opportunity to move and expand its S.H.a.R.E. training program to one such grocer, the Piggly Wiggly location at 5201 Washington Ave., Mount Pleasant. Transitioning the program to a full-service store such as Piggly Wiggly will increase the scope of the training provided by offering a wider variety of duties and experiences for participants.

“Greater Grain has proven to be a success on a multitude of levels,” says Greene. “Gluten-free products are now readily available throughout the community providing Greater Grain customers with a variety of options to meet their future needs. Through Greater Grain, we introduced the work and mission of Careers Industries to a broader audience in southeast Wisconsin, and we’re integrating our retail employment training program further into the community with the partnership of Piggly Wiggly.”

Greater Grain will run a store closing sale with all product prices significantly reduced starting Monday, March 2, 2015.

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