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By: Al Sullivan

Where's the Beef? German Based Grocer Lidl Brings Grocery Deals to Bayonne



Credits: Al Sullivan

BAYONNE, NJ - For more than an hour before the official opening of the Lidl supermarket in Bayonne on Wednesday, people lined up waiting to get in. Word had gone far and wide, drawing people to the new store on Route 440 so that when the doors finally swung open, anticipating customers were lined up around the building and down the long waterfront walkway.

Part of the lure was the gift certificate the store was offering the first hundred patrons – although by the time people began to walk under the arch of colored balloons over the front door, the number of waiting patrons had swelled far beyond that.

"This is a continuation of Bayonne as a city in rebirth," said Bayonne Mayor Jimmy Davis. "Lidl is located within walking distance of new development on the MOTBY, and I'm glad they decided to locate here."

One resident of the Ironbound section of Newark had come to Bayonne saying it was easier than going to the store on Route 22 in Union, and because the store offered good prices and a lot of deals. Next to him online was a Bayonne resident who said he lived minutes away and kept wondering when the store was going to open every time he passed on the highway.

















"I'm big on grass fed beef. I stock up. I sometimes buy 50 pounds at a time," Peter Silver, also a Bayonne resident, said. "This store has great prices and it's always on sale. I've gone to other Lidl stores in New Jersey. But this is right here in my own town. I'm going to be here every week."

Inside, customers like Autumn Hughes and Javier Freyer moved around seeking out deals. Hughes, who recently moved from Tennessee said she wasn't aware of the story brand in her native state, but was glad to see one open in her new hometown. "I heard they have good prices and have a great bakery," she said.

The store, located at 20 Goldsborough Drive, is part of a new commercial complex called Harbor View Marketplace at the foot of the former Military Ocean Terminal just across Route 440 from the 34th Street station of the Hudson Bergen Light Rail.

Councilman Gary LaPelusa said the marketplace and the new supermarket at this location is a significant change from a decade earlier when he surveyed this property for future development. "There was nothing but dunes and dirt," he said. "Driving over it, we nearly got stuck and we were in a TrailBlazer. This shows how far Bayonne has come."

Davis and LaPelusa said the marketplace, [that also includes a Starbucks](#) and other businesses will help service the growing community that is rising up in the former MOTBY.

While the new commercial development is a big boon along the highway, it has the potential to revive the traditional shopping district along Bayonne, Council President Sharon Ashe-Nadrowski said, adding that "we have become a destination.

"This will bring people to Bayonne and while they are here, they might decide to shop in other stores, too," she said. "People use smartphones to get here and might see other things in the neighborhood they want."

The regular hours of operation for Lidl's Bayonne store will run from 8 a.m. to 9 p.m. seven days a week.