

Dollar General moves into new home

By David Nordby
 The Brillion News

BRILLION – If anyone recently saw two large U-Hauls traveling between Downtown Brillion and Highway 10, it was just part of Dollar General’s relocation in the city.

“We rented two U-Hauls and we just cycled back and forth moving the products, so it was like a wild house move over a five-day span,” Brillion manager Kevin Colden said.

The move started on Aug. 19, when they received the keys to the new location at 530 West Ryan Street. They were in the building on Aug 20 and 21. Products were moved thereafter. The store opened to the public last Wednesday at 2 p.m.

“The other location has some stuff there, but we’re officially closed at the other location,” Colden said.

Minus a few mishaps, like a freezer falling off the back of a truck, the move was overall seamless.

“It’s a lot of work, but we came to-



Dollar General’s new location West Ryan Street/Highway 10 is now open to the public. Store management is touting expanded dairy and frozen options, a better layout, and more space for customers, as positives of the new location. (David Nordby/BN)

gether pretty well as a company and with some temp help and everybody dug in and we got it done,” Colden

said.

Dollar General relocating to Highway 10 was first mentioned publicly

all the way back in 2016. The previous

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building is expected to be demolished with a green space built next to the new apartment complex on Center and Custer streets.

Colden was hired as the manager of Dollar General Brillion last November, and said the move was beneficial to the company.

“It was exciting to know that down the road we were going to have this really top of the line location. We’re one of the nicer stores in the district now, kind of a special store now,” Colden said.

The new location has more shelves per square foot with new offerings, but the additional space in the new building allows for a cleaner and more organized store. Colden described the downtown location as an odd layout.

“We have a pretty stable community here, so I’ve had a lot of excitement, a lot of customers who really appreciate the ... expanded dairy and frozen, excitement about what’s here,” Colden said.

“We have a lot more home décor and home type goods, home essentials. Then we also expanded our fresh cooler offerings,” Colden said.

The Brillion location now offers a wider variety of frozen dairy purchases. A section of the store remains empty. That will be filled with health foods that were not offered in the previous location.

Beer and wine, and tobacco products, will be back on shelves this week now that licenses were approved.

There is a sign outside the building advertising that the company is hiring. The Brillion location current-

ly has eight employees.

The Brillion location is part of a Dollar General district that includes Green Bay and the Fox Valley. Brillion is along the line where the district separates. Kiel is in a different district of Dollar General coverage.

Colden says the company is looking for help, including assistant managers and some workers who would travel throughout Brillion’s district.

A new company-wide program, DG Pickup, allows customers to order online or through the company’s app and have their order waiting for them at any of the company’s 15,000 stores.

“We’re excited to be here, excited to be open, excited to expand our offerings for Brillion including the DG Pickup program, and look forward to having everybody stop in, say hi and find some deals,” Colden said.

The Dollar General in Brillion opened on Highway 10 last week. Inside, customers can find more frozen dairy products and wider shopping aisles. The store is currently open every day, 8 a.m. until 8 p.m. (David Nordby photos/BN)

