

**A kosher market by any other name...**



Canton's Butcherie II to become Zayde's  
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["Butcherie II" retires its name.](#)

Last month, subscribers to a Jewish community email list on the South Shore were asked to put on their thinking kippahs. " We Are Changing!" said a posting from the Butcherie II kosher supermarket in [Canton](#). " WE WANT TO CHANGE OUR NAME...Help us come up with one!" it asked. The same message appeared on Jan. 18 on the store's Facebook page, where manager Josh Ruboy has been posting recent snow-related schedule changes.

Effective this week it will be renamed Zayde's Family Marketplace. The name will keep it all in the family. "We asked customers to begin thinking of names that involved my father Jack Gelerman, or as we call him, Zayde (grandpa)," Lisa Ruboy explained by email. "Zayde has to be in the name, as he created the Butcherie in Brookline and is both the reason that this store exists today in Canton and why I am able to talk to you about the store. The name reflects all his hard work." Added Josh Ruboy, "The three things that made him proudest in life were his family, his market and especially being a Zayde. His life was all of these wrapped up into one. That's why we chose Zayde's Family Marketplace" Jack Gelerman, explained Lisa Ruboy, showed up to work as he was growing more ill by the day (Gelerman, who founded the Butcherie with his brother Max in 1972, passed away in 2010). "I don't know too many people that would do that," she said. "My father remains a real kosher icon."

Lisa Ruboy took over the store when her brother David, who had opened the Canton location in 2000, retired in October, 2013. She made it Glatt kosher upon assuming ownership. "When I took over almost a year and a half ago, I knew I wanted to create something new and special," Josh Ruboy told The Advocate by phone while manning the register on a busy Thursday evening. "I kept the name so that the existing customers knew it was still the Butcherie, yet my wife Lisa and I were working hard to bring new clients in, and we wanted to stay with all the traditional items while also branding ourselves with our homemade prepared items at the counter," he said. "Our main focus is our prepared foods."

The couple also hopes that a new name will help to bring new faces into the store. "We have a lot of customers who don't keep kosher, and some who are not even Jewish," she said. "So we want everyone to know that they are welcome in our store and can feel comfortable in a safe and a loving environment." Will a new name lead to new food lines or offerings at the store? That's par for the course, according to Josh Ruboy. "We are always bringing in new brands, new products, and offering new tastings," he said. "Our kitchen is constantly coming up with new ideas, and the customers keep asking for certain products."

The Ruboys make sure they get those products. They attend the annual Kosherfest in New Jersey, as well as local craft food shows that showcase artisanal items. "We go to restaurant, seafood and deli shows, and we check out fairs as well," he said, while ringing up sales. "There are usually some products that are under kosher supervision and we often bring them back for our customers to

supervision, and we often bring them back for our customers to sample and try. If they like them, they end up on our shelves.”

“We would like to be known as the community corner store where you go to meet up with your friends and make plans together for Shabbat with the family,” wrote Lisa Ruboy. “Our customers always say it’s the place to be.”

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