

Celebration Saturday at Burson Market

By Nick Baptista / The Valley Springs News / May 20, 2022

Saturday's customer appreciation reopening festivities at the Burson Market will celebrate the Alborati family's eight-year quest to provide the community with a first-class convenience market and gas station.

Louie Alborati, patriarch of the family, sold his interest in the San Andreas Mini-Mart to buy the old Burson Market in 1997 and it was back in April 2014 when the family began the paperwork to launch their dream of building a bigger and better business to serve their community.

Those eight years included the approval process, engineering, financing and construction. COVID-19 even played a roll in slowing down the process and construction costs shot up due to the shortage of lumber.

But the Alborati family persevered and they are proud of the outcome.

The old market had a footprint of approximately 1,600 square feet and the new store is twice the size with a grill and deli, Beer Cave and four gas pumps with eight single gas dispensers.

Louie's son Hani said the larger market gives them the opportunity to provide a lot more choices to their patrons and he is always willing to accept customer suggestions for new products.

Although it is more expensive at the pump, the Alborati family decided to partner with Chevron because of its reputation to provide the best quality in gasoline featuring Techron, which optimizes engine performance and improves gas mileage.

Hani said they plan to keep gas prices as low as possible by not adding much over the price they are charged by Chevron.

"We have the gas as a convenience for our customers and it's not to get rich," Hani added.

In addition, those who drive diesel vehicles will find the convenience of having the fuel available at every pump.

A representative from Chevron will participate in Saturday's customer appreciation day by providing promotional materials to the public during the celebration.

In addition to gas, the deli is a new service offered at the new market.

The grill menu includes custom burgers, Philly cheese steak, grilled chicken, veggie burgers, chicken strips and tri-tip sandwiches.

"We wanted to be very flexible with our food and it's all fresh," Hani said. Customers can order burgers any way they want them and hot or cold roast beef and pastrami sandwiches are also on the menu, along with turkey or ham sandwiches from the cold deli.

"It's not typical gas station food," Hani added.

The goal is to have a customer's food ready in 10 minutes and orders can be called in at 209-772-2371.

Food is available from 6 a.m. to 7 p.m. daily and the store is open from 5 a.m. to 10 p.m. Monday through Saturday and 6 a.m. to 10 p.m. Sundays.

The exterior of the new store looks more akin to what the old Burson railroad station built nearby more than 100 years ago would have looked like than a modern gas station and convenience store.

That decision was on purpose. Hani said they rejected a modern big glass and steel look in favor of a western motif.

Another decision at the time of building was what to call the new store. Hani said they decided to keep their historical connection with the community and continue with the Burson Market name.

Saturday's celebration is also a show of appreciation from the Alborati family's for the community's patience during closure of the market for nearly a half a year during construction.

Free hamburgers and hot dogs will be served at the market beginning at 10 a.m.

"We like to be here and we like our community," Louie said.