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Sunflower Farmers Market Set to Open Third Store in Denver Area

Natural and organic grocer will open its thirteenth store in its home state in 2012

Boulder, CO (09/21/11) – Sunflower Farmers Market has announced it will open its thirteenth store in Colorado in late 2012, making it a baker's dozen for the store's home state. The new 26,000 square foot Denver location will be located on East Colfax Avenue between Garfield and Monroe Streets. The full-service grocer is expected to bring 100 jobs to the area along with the value-priced natural and organic groceries Sunflower is known for.

Sunflower Farmers Market is headquartered in Boulder, Colorado, where the grocery store was first established in 2002. The grocer currently has nine other stores in the Denver metro area.

“Our commitment to supplying natural and organic groceries at the lowest possible prices has consistently made us a great fit for Denver’s health-conscious, budget-smart consumers,” said Sunflower Farmers Market CEO Chris Sherrell. “We’re excited to add another convenient location to our biggest market, allowing us to meet even more of the demand for friendly service and healthy groceries at reasonable prices.”

With 12 stores currently operating in the state, many Colorado shoppers have already experienced the Sunflower Farmers Market motto, “Serious Food...Silly Prices.” For Sunflower, their motto means offering a large produce selection, stocked with local options whenever possible, plus natural meats and fresh seafood, fresh baked goods, an array of bulk offerings including coffee, and a large selection of natural living products, all at the lowest possible prices.

Sunflower is also known for its commitment to eco-friendly practices and initiatives within its stores. Like many of its other markets, the new Denver store will utilize recycled and refurbished equipment, cases and fixtures, energy efficient light fixtures, and water-saving devices like sensor operated sinks. The market will also offer reusable grocery bags for sale to customers, and will reward customers who use the bags with 10 cents off the full purchase price of their groceries for every bag used.

Sunflower Farmers Market currently operates 35 stores in eight states: Colorado, Arizona, Nevada, New Mexico, Utah, Texas, California and Oklahoma. The grocer will also be opening a new store in Modesto, California this October, and has plans to open at least five new stores in California in 2012.

To learn more about Sunflower Farmers Market, please visit sunflowermarkets.com. **For interviews with Sunflower CEO Chris Sherrell, please call the contacts listed at the top of this release.**

About Sunflower Farmers Market

Sunflower Farmers Market (www.sunflowermarkets.com) is a rapidly growing chain of full-service grocery stores offering consumers the highest-quality natural and organic products at the lowest possible price. The company, founded in 2002, is a pioneer in developing the emerging *value* segment of the natural and organic foods retailing industry. They have remained true to their motto “Serious Food...Silly Prices[®]” since the market’s inception. The company has 35 retail stores located throughout Colorado, Arizona, New Mexico, Nevada, Utah, California, Texas and Oklahoma.

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