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Sunflower Farmers Market Confirms Second Location for San Jose

Grocer plans to continue its California expansion into 2012

Boulder, CO (08/22/11) – California’s health-conscious and budget-smart grocery shoppers can now look forward to even more “serious food at silly prices,” thanks to Sunflower Farmers Market’s plans to open a second location in San Jose, and its fourth location in the Bay Area overall, in 2012. The value-priced natural and organic grocer recently announced plans to become the anchor store in San Jose’s West Valley Shopping Center, at Prospect Road and Saratoga Avenue. The new market will open its doors at 5205 Prospect Road in the second quarter of 2012.

“We are incredibly excited to be entering the San Jose community,” said Sunflower Farmers Market CEO Chris Sherrell. “We feel our ‘serious foods at silly prices’ – natural and organic groceries at the lowest possible prices – will really resonate with the area’s health-conscious shoppers. Our customers are looking for affordable, high-quality, healthy options for their families, and friendly, helpful service. That’s what we’re all about at Sunflower.”

The new 32,000-square-foot San Jose Sunflower store at Prospect Road and Saratoga Avenue will offer a large selection of fresh produce, supporting local farmers whenever possible. Shoppers will also find affordably priced, all-natural meats and seafood, including everything from T-bone steaks and specialty burgers to wild caught salmon fillets and Gulf shrimp, plus a delicious variety of handmade sausage made fresh daily. The Sunflower bakery will serve up freshly baked breads, like warm French bread and ciabatta rolls, and a variety of treats from chocolate chip cookies to cakes. An array of deli offerings, bulk items, a floral department, and natural living health and wellness products, from vitamins to skincare, round out the full-service offerings at Sunflower. In addition, the market will also feature convenient in-store health, wellness and cooking events.

Like all Sunflower Farmers Market locations, the new San Jose store will also make savings simple. Sunflower never requires discount cards, and customers can preview sale flyer savings every week on the grocer’s website at www.sunflowermarkets.com.

A total of four new stores are planned for the Bay Area in 2012, including the two San Jose metro locations, one store in Mountain View and one in Fremont. The first San Jose location is set to open in June 2012 at 1130 Branham Lane in San Jose’s Branham Square Shopping Center. A new location will open in Modesto in mid-November, followed by a store in Sacramento, in the area known as Land Park, scheduled to open in March 2012. Sunflower

Farmers Market, which currently has 34 stores located throughout seven states, expanded into California for the first time earlier this year in Roseville.

To learn more about Sunflower Farmers Market, please visit www.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 34 retail stores located throughout Colorado, Arizona, New Mexico, Nevada, Utah, California and Texas.

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