



**FOR IMMEDIATE RELEASE**

## **Sunflower Farmers Market Announces New Phoenix Store**

*Natural grocer to add an eighth Arizona location in 2012, bringing affordable healthy groceries, 100 jobs to Phoenix*

**Boulder, CO (12/13/11)** – Sunflower Farmers Market, the full-service grocer famous for “serious food at silly prices,” has announced it will open its second Phoenix store (and eighth Arizona location) in early 2013. The new market will be located at 1625 E. Glendale Avenue, and will bring value-priced natural and organic groceries and at least 100 retail jobs to the area.

“Arizonans know that at Sunflower Farmers Market our *value* approach to natural and organic food retail is what sets us apart,” said Sunflower Farmers Market CEO Chris Sherrell. “We’re excited to bring affordable fresh produce, healthy grocery options, and friendly customer service to our newest store in Phoenix.”



Like the current Bell Rd. location, the new Phoenix Sunflower market will offer value-priced natural and organic groceries – including vegetarian, gluten-free and dairy-free options. While a majority of the store will be dedicated to a vast produce selection, Sunflower will also feature all-natural meats including handmade sausages; fresh seafood; bakery items including hot French bread daily; deli items including more than 200 cheese varieties; an array of bulk options including coffee beans roasted in Phoenix; an extensive private label line, including fresh-to-go sandwiches and cut fruit; plus natural living health and wellness items, including vitamins, supplements and body and skin care.

Headquartered in Phoenix, Sunflower Farmers Market currently operates 35 stores in eight states, including seven stores in Arizona (one each in Phoenix, Scottsdale and Tempe, and four in Tucson).

This latest Sunflower Farmers Market Phoenix store transaction was facilitated by Chris Byrd of Weingarten Realty in Phoenix.

To learn more about Sunflower Farmers Market, please visit [www.sunflowermarkets.com](http://www.sunflowermarkets.com). For interviews with Sunflower CEO Chris Sherrell, please call the contacts listed at the bottom of this release.

### ***About Sunflower Farmers Market***

Sunflower Farmers Market ([www.sunflowermarkets.com](http://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<sup>®</sup>”

since the market's inception. The company has 35 retail stores located throughout Colorado, Arizona, New Mexico, Nevada, Utah, Texas, California and Oklahoma.

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