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## **Expanding Grocer Announces New Location in San Francisco Bay Area**

*Sunflower Farmers Market to open third location in California*

**Boulder, CO (07/06/11)** – Sunflower Farmers Market, the full-service natural and organic grocer famous for “serious food at silly prices,” has announced it will open its third store in the California market in the third quarter of 2012. The market will become the anchor store in San Jose’s Branham Square Shopping Center, at Branham Lane and the Almaden Expressway. This will be Sunflower’s first store in the San Francisco Bay Area.

“We’re truly looking forward to both our upcoming California grand openings, the Modesto opening, and now the debut of our first Bay Area location in 2012,” said Sunflower CEO, Chris Sherrell. “We’re excited to bring Sunflower’s famous selection of natural and organic foods at silly prices to these new areas.”



Sunflower Farmers Market currently has one California store in Roseville which opened its doors in May 2011. A Modesto market is planned this fall, followed by the San Jose location in 2012. The San Jose store will take over the space formerly occupied by Orchard Supply Hardware, at 1130 Branham Lane. The newest Sunflower is expected to offer a boost to the local economy by bringing at least 100 jobs to the area.

Sunflower Farmers Market, whose motto is “Serious Food...Silly Prices®,” will also bring a fresh take on grocery shopping to the area by offering customers affordable, all-natural and organic products and a simple and efficient shopping experience. The new San Jose location will offer fresh, local produce, all-natural meats and seafood, a large bulk selection, plus natural living health and wellness products, all at the lowest possible prices. Sunflower also offers an extensive private label line.

The new store will be easy to navigate, with low shelves that will allow customers to see the store layout better as well as frequent breaks between shelving for improved maneuverability. In addition to making the shopping experience more efficient, Sunflower aims to make savings

easier, too. While the market offers weekly sale flyers, they don't require discount cards like many other grocers, and they preview savings every week on their website at [www.sunflowermarkets.com](http://www.sunflowermarkets.com).

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 top 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 34 retail stores located throughout Colorado, Arizona, New Mexico, Nevada, Utah, California and Texas.

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