

For Immediate Release

More Choices on Commercial Drive

Choices Markets Moves In, Bringing More Organic Options to East Vancouver

Vancouver, BC, Monday, February 2, 2015—At the end of January, BC-owned grocer Choices Markets expanded its organic and natural foods chain by making Drive Organics at 1045 Commercial Drive in Vancouver the newest member of the Choices Family.

Since its flagship store opened in Kitsilano 25 years ago, Choices Markets has been, and very much still remains, a local grassroots grocer, one that connects with its customers, works side-by-side with neighbouring businesses and supports initiatives that strengthen local communities in a number of ways.

Over the years, Choices Markets has remained true to its core values: seek out and support small local producers and farmers whenever possible, giving them an opportunity to break into the BC marketplace; find the highest quality ethically raised or sourced meat, poultry and seafood; provide customers with sound nutrition advice from registered dietitians and holistic nutritionists; be a one-stop shop for consumers who need hard-to-find foods for specialized diets; stock a wide range of natural healthcare products that enhance healthy living.

“When you think about it,” says Choices Markets’ CEO Ishkander Ahmed, “our values at Choices align very closely with those that have been behind Drive Organics all along.” He’s passionate about how vital Drive Organics is to the history of organics in not only BC but also the country. “There’s a rich story linked with Drive Organics,” explains Ahmed. “As one of the original organic grocers in Vancouver, the company opened many doors for locally based organic food pioneers.” One of these pioneers being Steve Easterbrook, owner of Rabbit River Farms and the country’s *first* organic egg producer.

“We have a deep respect for the historical role Drive Organics has played in Vancouver, and that,” says Ahmed, “will be the driving force behind what we do here in this vibrant and closely knit community.”

The new Choices Markets location will continue to serve the community as Drive Organics with the current staff staying on. In the coming months, the location will be rebranded as a Choices Markets and shelves will be stocked with even more local and organic food options as well as healthcare products that have become synonymous with the Choices Markets brand.

Founded in 1990 and owned by brothers Wayne and Lloyd Lockhart and Salim Ahmed, Choices Markets is Western Canada’s largest local retailer of natural and organic foods. The chain has seven locations spanning Vancouver, Burnaby, South Surrey and Kelowna. Choices Markets also has a dedicated Gluten-Free Bakery in Vancouver and an industrial kitchen and bakery in Richmond. The Drive Organics location will be the company’s eighth store.

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