

For Immediate Release

# Naturally Better Choices in the Valley

## The Choices Markets Family Tree Branches Out To Abbotsford

**Abbotsford, BC, JULY 3, 2015** – The Fraser Valley is the source of many of this country’s finest artisan foods, and BC-owned grocer, Choices Markets, can’t wait to stock their shelves with even *more* of these local treasures when it unveils its newest location in Abbotsford in September 2015.

Since its flagship store opened in Kitsilano 25 years ago, Choices Markets has been, and very much still remains, a local grassroots grocer 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 complimentary 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 trusted natural wellness products that enhance healthy living.

Choices’ ownership and upper management are eager to expand their business and set down roots in the Fraser Valley. “There is a rich farming and food producing culture in the Fraser Valley, so it seemed like a natural step for us to open a store in Abbotsford,” states Ishkander Ahmed, CEO, Choices Markets. “We were getting requests from not just customers, but also local businesses, to expand into the Fraser Valley,” Ahmed says. “By doing so, we hope to better serve and support families, businesses and producers in the surrounding area.”

There will be new products added to Choices’ roster of local producers. To give customers even more buying options, there will also be plenty of line extensions made to already-existing listings. The newest Choices Markets in Abbotsford will also have a selection of healthy gourmet grab-and-go meals for customers and space to dine and have coffee. No doubt, this new Choices location will be a destination shop for Abbotsford residents as well as tourists passing through.

A community-minded grocer, Choices Markets also has plans in place to support initiatives in the neighbourhood that align with the company’s values. Education, sports and arts, environmental stewardship, nature conservancy, and animal welfare are just a few examples of the causes Choices will be looking to support.

The newest Choices Markets is set to open September 2015. It will be located in the strip mall at 3033 Immel Street off Sumas Way at the intersection of Old Clayburn Road and Immel Street. The space was previously home to an IGA.

Choices Markets was founded in 1990 and is owned by Wayne and Lloyd Lockhart and Salim Ahmed. It’s Western Canada’s largest local retailer of natural and organic foods. The chain has nine locations spanning Vancouver, Burnaby, South Surrey and Kelowna. Choices Markets also has a dedicated Gluten-Free Bakery in Vancouver. The new location in Abbotsford will be the company’s tenth store.

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