

For Immediate Release

Growing Community Calls for Growing Grocer

Choices Markets' Newest Location in North Vancouver is Now Open

North Vancouver, BC, July 29, 2016 — For over 25 years, community grocer Choices Markets has been earning its stripes as British Columbia's premier retailer of organic and specialty foods, and now, the family-run company has expanded, opening its newest location along the Marine Drive shopping district in North Vancouver.

In 1990, Choices Markets opened its flagship store in Kitsilano, aiming to provide the community with support for healthy living. The company became a recognized industry leader, focusing on alternative food options like local, organic goods and hard-to-find items necessary for specialized diets. Going beyond food, Choices Markets' ownership also saw the importance of considering the community's needs as a whole. This led to establishing a complimentary nutrition program and many community outreach initiatives that have grown steadily as the company expands.

"North Vancouver is a hub for active, health-conscious, community-minded citizens," states Ishkandar Ahmed, Choices Markets CEO. "We're seeing many young thriving families choosing to make North Vancouver their home," he says, "and, as a locally owned, family grocer that specializes in healthy living, we are thrilled to be able to serve them and continue to grow with this very unique community."

The newest Choices Markets is located in Capilano Village, 801 Marine Drive near Fell Avenue, North Vancouver. The 12,000 square foot operation will continue to live up to the company brand by supporting small local producers; finding the highest quality ethically raised or sourced meat, poultry, seafood, produce, dairy and grocery items; providing complimentary trusted nutrition services; serving as a one-stop shop for foods for specialized diets; and stocking thousands of natural wellness products.

Choices Markets was founded in 1990 by brothers Wayne and Lloyd Lockhart, who later partnered with Salim Ahmed in 1998. The Choices Markets chain has 10 locations spanning Vancouver, Burnaby, South Surrey, Abbotsford and Kelowna and includes a dedicated gluten-free bakery in Vancouver and a production kitchen and bakery in South Burnaby. The North Vancouver location is the company's 11th store.

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