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Basics Market Announces Plans to Open Pearl District Store
- Third location to feature Discovery Kitchen, classroom, rotating meal stations, seasonal ingredients and fresh grab-and-go -

PORTLAND, Ore. – May 15, 2019 – Basics, a locally owned market that opened its first Portland, Ore., location last summer, is bringing its interactive approach to cooking and eating nourishing, locally sourced meals to the Pearl District. The store, slated to open in fall 2019 at 930 NW 14th Ave, will be its third following the opening of its second store late this summer in Tualatin, Ore.

Tailored to fit the needs of the neighborhood, the store will introduce expanded offerings including a beer and wine bar, cheese aging observation station, fresh deli case and dry cured meats. Like the original Basics at 5035 NE Sandy Blvd., the 14th & Lovejoy location will feature a traditional neighborhood market, rotating meal stations, nutrition classes and a Discovery Kitchen under one roof.

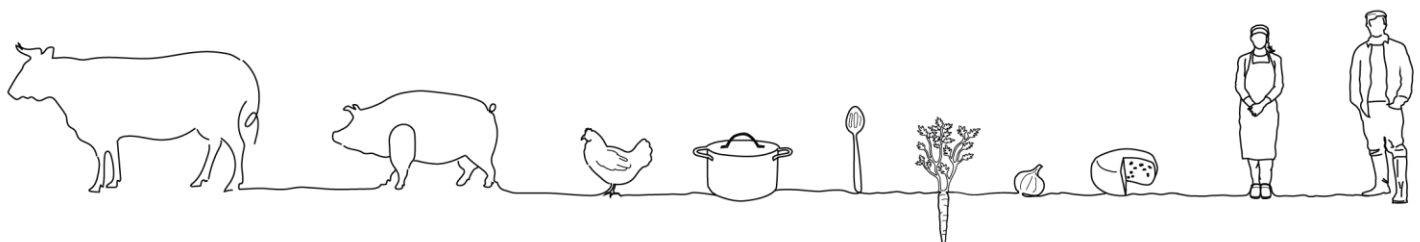
“Our model exemplifies a next generation grocery built around a commitment to healthy, seasonal eating; recipe and ingredient inspiration; and community driven, educational programming to help people cook nourishing meals at home,” said Basics’ Vice President of Operations, Creative Director & Executive Chef Fernando Divina. “Our team is delighted to bring our concept to life in the Pearl and eager to welcome neighbors before the year is out”

Highlights of the 13,000 square-foot store include:

- Monthly rotating meal stations with ingredients organized by chef-developed, nourishing recipes that are inspired by seasonal and regional products
- A Discovery Kitchen and Nutrition Classroom with state-of-the-art cooking facilities and a robust schedule of free classes, including interactive demonstrations, hands-on workshops and nutrition classes, taught by Basics’ Culinary and Nutrition Mentors
- Fresh produce from its founder’s and local Willamette Valley farms, delivered daily
- A protein counter featuring a wide variety of Pacific Northwest meats, poultry, and seafood, as well as dry cured beef, pork and poultry and plant-based protein options
- A cheese aging (affinage) observation station where shoppers can view and sample semi-hard and bloomy rind cheeses aging in chambers real-time
- An antipasti and deli case featuring fresh grab-and-go roasted organic chickens, sandwiches, salads and other delicatessen offerings
- A beer and wine bar serving a selection of local libations

“We are excited to welcome Basics Market to Lovejoy Square. Their focus on health, sustainability, wellness and community engagement aligns perfectly with our mission and values at Killian Pacific,” said Adam Tyler, president of Killian Pacific, the building’s owner. “We believe the Basics experience will activate the local community with fresh ideas, resources and breathe new energy into the surrounding neighborhood.”

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About Basics

Basics is a collection of Portland-area markets that feature classrooms and gathering places in addition to curated fresh foods and pantry staples. Designed to help more people cook healthful meals at home it strives to find the freshest, most flavorful ingredients, pairs them with simple recipes, and shares kitchen skills and nutrition knowledge. Basics supports regional farmers, growers and manufacturers by sourcing products from farms that prioritize soil health, animal welfare, regenerative practices and seasonal rhythms. Recipes are developed by the store's in-house culinary team and evaluated for optimal health by Basics' nutrition team. For more information visit www.basicsmarket.com.

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