

## Basics Fact Sheet



basics™

### Overview:

Basics is a market, classroom and gathering place designed to help more people cook healthy meals at home. It was founded by a collective of farmers, entrepreneurs, culinary experts, nutritionists and natural foods veterans inspired to nurture health through food. Basics finds the freshest, most flavorful ingredients, pairs them with simple, seasonal recipes, and shares kitchen skills and nutrition know-how so everyone has just what they need to cook at home. The stores are supplied by a network of organic, sustainable farms and Oregon food producers that prioritize soil health, animal welfare, regenerative practices and seasonal rhythms.

### Locations and Store Hours:

Basics Sandy Boulevard  
5035 NE Sandy Blvd; Portland, Ore.  
7 a.m. – 9 p.m.  
Monday – Saturday (Closed Sundays)

Basics Tualatin (Opening Fall 2019)  
8680 SW Old Tualatin Sherwood Road, Tualatin, OR 97062  
8 a.m. – 9 p.m.  
Monday – Saturday (Closed Sundays)

Basics Lovejoy (Opening Winter)  
938 NW 14th Avenue, Suite 110, Portland, OR 97062

### How it Works:

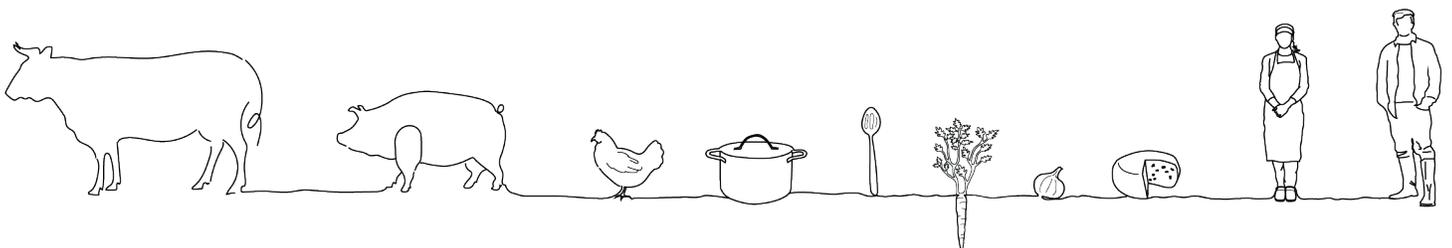
The stores are structured around convenient meal stations which feature seasonal recipes. The small footprint markets are designed for easy access. Basics is designed to work for both people new to cooking and experienced epicureans looking for nutritional guidance.

### Learn:

The markets include a Nutrition Classroom and Discovery Kitchen. A full calendar of diverse daily classes (all free) include nutrition information, cooking demos and kitchen skill building for a variety of levels and interests.

### Products:

The products at Basics are selected for quality and peak nutrition. Shoppers will find ingredients organized by recipes at meal stations, developed by an in-house culinary director and vetted by a nutritionist for optimal health. Shelves will be stocked with choice foods and staples in every category, prioritized by local and sustainable suppliers whenever possible. The best produce of the season will be delivered fresh daily, and shoppers can choose from high quality regional meats and dairy products.



**Philosophy:**

With a small format concept that integrates a market, nutrition classroom and discovery kitchen under one roof, Basics is designed to nurture stronger, healthier communities through food. It supports regional farmers, growers and manufacturers by sourcing products from farms that prioritize soil health, animal welfare, regenerative practices and seasonal rhythms to increase access to foods at peak nutrition.

**Partners:**

**The Portland Clinic:** Basics' Portland store is co-located with The Portland Clinic. Its upstairs neighbor promotes Basics' offerings and programming of the store to help patients learn and practice wellness through preventive health conditions, from diabetes to heart health.

**Faubion Elementary:** Basics manages a Mini Market within Concordia University's 3toPhd program, providing students of both Faubion Elementary and Concordia, as well as teachers and staff, easy access to nutritious foods. The store is part of an integrated effort to between Concordia University, Portland Public Schools' Faubion School, Trillium Family Services and Kaiser Permanente to close the opportunity gap and ensure that every child can fulfill their potential.

**Leadership:**

Fernando Divina, president, creative director & executive chef  
Michael Wolff, vice president, operations  
Erin Leiker, Sandy Blvd. market manager  
Lateefa Hoover, Tualatin market manager  
Christi Reed, nutrition education coordinator  
Lindsay Brown, director of nutrition  
Meredith Eggert, brand steward  
Joel Dahll, VP, purchasing & merchandising  
Chuck Eggert, visionary

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