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basics™

BASICS™ MARKET OPENING FOURTH LOCATION IN HILLSDALE NEIGHBORHOOD - Local Grocer Continues Community Access to Fresh, Organic Food -

PORTLAND, Ore. – Jan. 13, 2020 – Basics, a new market designed to help people cook more at home and support local farmers and producers with a bounty of fresh, regional ingredients will open its newest location in Hillsdale this February. The emerging, locally owned grocery is leasing the 12,000 square-foot space formerly occupied by Food Front at 6344 SW Capitol Hwy.

One of Portland's few remaining locally owned grocers, Basics was founded by natural foods pioneer Chuck Eggert and partners as directly as possible with local producers to minimize distribution costs, waste and preserve nutrition. Hillsdale shoppers will find:

- Ingredients organized by seasonally inspired recipes developed by award-winning chefs and vetted by staff nutritionists for optimal health;
- A Northwest Proteins counter featuring sustainably raised meats locally sourced from farms that prioritize animal welfare and sustainable practices, local seafood, cured meats and plant-based selections;
- Fresh, seasonal produce delivered daily to ensure peak nutrition;
- Organic, locally produced brands from Eggert's family farms, including Lulubelle's Creamery organic dairy products and Gwendolyn's Organic Eggs; and
- Access to nutrition support from Basics' on-staff nutrition mentors.

"We couldn't pass up the opportunity to come back home to Hillsdale," said Fernando Divina, president of Basics. "We're so very proud to present local foods committed to healthy, seasonal ingredients, knowledgeable staff and serving the neighborhood with an abundance of fresh foods and meal inspiration that makes it easier to cook at home."

With the Hillsdale location, Basics Founder Chuck Eggert's local history comes full circle as the location was originally a Natures, a popular chain of local natural food stores Eggert backed in the 1990s. Eggert re-entered the local grocery scene in 2017 with Basics, opening its first location in the Faubion School campus, followed by a second store on northeast Portland's Sandy Boulevard in 2018. Its third shop opened in Tualatin last year. Hillsdale will be Basics' fourth location. Additional stores in Beaverton and Portland's Pearl District opening later this year will bring Basics to six locations.

About Basics

Part of the Wild Rose Food Company, Basics is a collection of 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 finds 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. Basics' recipes are developed by the store's in-house culinary team and evaluated for optimal health by our nutrition team. For more information visit www.basicsmarket.com and www.wildrosefoods.com.

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