

FOR IMMEDIATE RELEASE

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The Basics logo consists of the word "basics" in a white, lowercase, sans-serif font, set against a solid green rectangular background. A small trademark symbol (TM) is located to the upper right of the text.

BASICS™ MEAT MARKET OPENING IN BEAVERTON - New Concept Showcases Organic, Locally Raised Meats -

TUALATIN, Ore. – April 24, 2020 – With a focus on locally sourced organic beef, pork, poultry and dairy, Basics will open its first Meat Market in the coming weeks at 11900 S.W. Canyon Road in Beaverton. The accessible, small-format shop, a repurposed mid-century burger spot with plenty of parking, will be open from 9 a.m. to 6 p.m. Monday through Saturday. To celebrate, the first 200 customers to shop the store starting May 8th will receive gift bags featuring organic cheese and milk, the shopper’s choice of organic ground beef, chicken or pork sausage, and store coupons for future visits.

“It’s a jewel box of a location that’s a perfect spot to showcase products from our own organic farms, as well as other family-run ranches right here in Oregon,” said Basics president Fernando Divina. “Neighbors can expect a wide variety of meats and cuts, with great recipe inspirations and cooking tips.”

The Basics Meat Market will have everything from fresh meat and poultry, to house-made charcuterie and staples like eggs, dairy and condiments. All products from Basics’ family and partner farms prioritize animal welfare and care; animals are provided with plenty of access to pasture, fed 100% vegetarian diets, and given no antibiotics or growth hormones. Customers of the Meat Market will find:

- A Northwest Proteins counter featuring sustainably raised meats locally sourced from farms;
- Daily roasted meats and prepared features;
- Resources for cooking at home, including recipe cards, and healthy tips and support developed by Basics’ in-house nutrition and culinary mentors; and
- Organic, locally produced brands from Basics founder Chuck Eggert’s family farms, including Lulubelle’s Creamery organic dairy products, Aurora Valley Poultry and Gwendolyn’s Organic Eggs.

This summer Basics will also open in Portland’s Pearl District, bringing the store total to six Portland-area 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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