

## FOR IMMEDIATE RELEASE

Media Contact:

Katie Kieper, Maxwell

(503) 231-3086 / [katiekieper@thinkmaxwell.com](mailto:katiekieper@thinkmaxwell.com)

### BASICS MARKET OPENING IN PEARL DISTRICT THIS AUGUST - Local Grocer Expands Community Access to Fresh, Organic Food -

**PORTLAND, Ore. – July 9, 2020** – Basics, a locally owned market designed to help people cook more and eat nourishing, locally sourced meals at home, is opening its doors in the Pearl District this August. Centrally located at 930 NW 14<sup>th</sup> Ave., the store is designed to fit the needs of the neighborhood with offerings that include a fresh deli case, full service meat counter, cheese aging room, and simple prepared foods developed, and made, on site by in house chefs.

“Our model exemplifies a next generation grocery built around a commitment to locally-sourced, healthy, seasonal eating,” said Basics’ Founder, Chuck Eggert. “Our team is delighted to bring our concept to life in the Pearl and eager to welcome neighbors next month.”

The largest Basics Market location yet, highlights of the 13,000 square-foot store include:

- A cheese aging (affinage) room with windows where shoppers can view hard and soft cheeses aging in chambers in real-time;
- A Northwest Proteins Counter featuring sustainably raised meats sourced locally 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;
- A robust antipasti and deli case featuring fresh grab-and-go roasted organic chickens, sandwiches, salads and other delicatessen offerings;
- A bottle shop stocked with a selection of local libations;
- Monthly rotating recipe cards inspired by seasonal and regional products;
- A Discovery Kitchen with state-of-the-art cooking facilities (a robust schedule of classes, including interactive demonstrations and hands-on workshops, taught by Basics’ Culinary and Nutrition Mentors will resume when safe to do so); and
- Organic, locally produced brands from Eggert’s family farms, including Lulubelle’s Creamery organic dairy products, Gwendolyn’s Organic Eggs, and Aurora Valley Organic Poultry.

#### 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](http://www.basicsmarket.com) and [www.wildrosefoods.com](http://www.wildrosefoods.com).

###

