

FOR IMMEDIATE RELEASE

Basics Market
info@basicsmarket.com

The Basics Market logo consists of the word "basics" in a white, lowercase, sans-serif font, with a small "TM" trademark symbol to the upper right. The text is centered on a solid green rectangular background.

BASICS™ MARKET NAMES PRESIDENT TO LEAD GROWTH INITIATIVES - Local Grocer Promotes Joel Dahll to Expand Offering and Store Locations –

Tualatin, Ore. – May 4, 2021 – Basics Market, a locally owned market designed to help people cook more and eat nourishing, locally sourced meals at home, announced today the promotion of Joel Dahll to President.

Basics Market Founder Chuck Eggert announced the news today. “As an organization, we are truly fortunate to have Joel lead our team. His extensive knowledge and expertise in the grocery industry and strong focus on shopper experience will help us grow and attract new shoppers to our markets,” Eggert said.

Indeed, Dahll is one of the most knowledgeable, selective grocery buyers in the Pacific Northwest over the last 30+ years. Proud of his work to discover, support and assist small makers and local farmers introduce their products to supportive shoppers, Dahll joined Basics in 2018 to source pantry staples, produce, and other goods adjacent to Basics’ own local meat, dairy, egg and specialty offerings.

“I work with some amazing talented people here”, Dahll answered as to why he enjoys working for the retailer. “As Portland’s truly local grocery retailer, our ability to be nimble and cater to each neighborhood we are in to give our customers a great shopping experience is the really fun part”.

In his new role as President, Dahll will report to Eggert and lead growth initiatives including store remodels, expanded product offerings, additional locations, and the launch of a local commissary kitchen to serve its growing network of markets.

“I see areas of growth in Portland neighborhoods that could use a smaller store format, so people don’t have to go to big box stores. We want to be accessible and available to potential food deserts in and around the city”, Dahll added.

About Basics

Part of the Wild Rose Food Company, Basics is a collection of area markets that feature curated fresh foods and pantry staples. Designed to help more people cook and enjoy 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. Its many popular brands include [Lulubelle’s™ Creamery](#), [Gwendolyn’s™ Organic Eggs](#), [Aurora Valley™ Organic Chicken](#), [Willamette Valley Cheese™](#), [Red Hills Fruit™](#), [Goldenbrew™](#), [Silver Sage Farms™](#), [Emily’s Table™](#), [Seven Cousins™](#), [Sunny Jim™](#) and [more](#). 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.

###

