

## FOR IMMEDIATE RELEASE

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The Basics Market logo consists of the word "basics" in a lowercase, white, sans-serif font, positioned above the word "MARKET" in a bold, uppercase, white, sans-serif font. Both words are set against a solid green rectangular background.

**BASICS MARKET FARMINGTON OPENING JULY 27<sup>TH</sup>!**  
*- Local Grocer Expands Community Access to Fresh, Nutritious Food -*

**PORTLAND, Ore. – July 13, 2022** – Basics Market, a locally owned market designed to help people enjoy more nourishing, locally-sourced meals at home, will be opening its doors in Aloha July 27<sup>th</sup>. Located at 17675 SW Farmington Rd. (at SW Kinnaman – site of the former Bales Marketplace), the market is designed to fit the needs of the neighborhood with offerings that include a full-service meat counter, an expansive deli with prepared foods developed and made on site by in house chefs, a scratch bakery, and 16 grocery aisles of your favorite local products and national brands. Included across all departments will be Basics Everyday Value items, expertly curated quality products at accessible prices for all shoppers, regardless of their grocery budget.

“We are committed to locally-sourced, healthy, seasonal eating,” said Basics Market President, Joel Dahll. “This store will be our biggest store yet, so the team has put in months of work to expand our offerings while still maintaining our purpose of nurturing stronger, healthier communities through food.” An extensive cleanup and renovation of the once vacant space has turned it into the flagship store for the growing local grocer. “We can’t wait to open our doors and invite our neighbors to see the transformation!” Dahll concluded.

The largest Basics Market location yet, highlights of the 40,000 square-foot store include:

- A Northwest Proteins counter featuring sustainably raised meats locally sourced from our own farms and other local 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, including organic and the best quality conventional produce;
- A scratch deli featuring house-made sandwiches, soups, pizza and entrees, burgers and salads made to order, and a hot wok station;
- Organic, locally produced brands from our own farms, including Lulubelle’s Creamery Organic dairy products and Gwendolyn’s Organic Eggs;
- An instore bakery with daily fresh baked bread and baked goods, and custom cake decorating;
- Monthly rotating recipe cards and Nutrition tips inspired by seasonal products and developed by our in-house culinary and nutrition mentors;
- A Fresh smoothie and juice bar along with coffee, espresso, tea and an ice cream scoop counter;
- Seasonal baskets, small plants and flower bouquets in our Floral department, with an outdoor Garden Center to come;
- A Wellness department featuring body care, vitamins, supplements, and more;
- Bulk Foods offering including grains, snacks, coffee, nuts and more;
- The bottle shop stocked with a selection of local libations along with traditional national favorites is delayed due to OLCC licensing that is in process, but ready to be stocked and operational soon!

### About Basics

Part of Wild Rose Foods™, Basics™ Market is a collection of area markets that feature curated fresh foods and pantry staples. Designed to help more people 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. 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).

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