



Media Contacts: Kristy Nied  
Bashas'  
(480) 895-5369  
[knied@bashas.com](mailto:knied@bashas.com)

Ixchel del Castillo  
C-K Public Relations  
(602) 417-0656  
[idelcastillo@ckpr.biz](mailto:idelcastillo@ckpr.biz)

## **BASHAS' TO OPEN NEW, STATE-OF-THE-ART GROCERY STORE IN FOUNTAIN HILLS Residents Eagerly Anticipate the Opening of Their New Bashas' Supermarket**

ARIZONA – March 12, 2009 – With a gelato bar, Wi-Fi-equipped customer lounge, organic and natural food choices, and the convenience of a Cub House center for children while you shop, grocery shopping will soon be a one-of-a-kind experience at the brand-new Bashas' store in Fountain Hills.

After an 11-month complete rebuild, Bashas' new, state-of-the-art grocery store is set to open to the public at 4 p.m. on Tuesday, March 31. A large turnout is expected, as loyal Bashas' customers have been anxiously awaiting the opening of their new store, located in Fountain Hills Plaza (16605 E. Palisades, at the southwest corner of Palisades Blvd. and La Montana Dr.).

"Families have been counting down the days for this new store to open," said Bashas' Store Director (and longtime Fountain Hills resident) Ken Fett. "There's a lot of excitement out there, and we're looking forward to celebrating this arrival in a big way."

The reason for the overwhelmingly positive response to this new store goes back more than 30 years. In 1974, Bashas' was the first grocer to serve Fountain Hills. When Bashas' opened the first modest-sized supermarket in Fountain Hills, the company made a commitment to grow with the community. As the local population ballooned, customers outgrew the original store. So Bashas' closed its first Fountain Hills location on April 15, 1986, and opened a new, larger store the very next day at 16605 E. Palisades. To revitalize the area and contribute to the neighborhood's stability, the 21-year-old store was demolished in April 2008 and rebuilt from the ground up, presenting the grocer's new prototype design – a contemporary neighborhood store with a fresh appearance.

"During the last 77 years, we've opened a lot of stores," said Johnny Basha, vice chairman of Bashas' Family of Stores. "We've closed a few, too. But it's rare for us to close a store and rebuild a completely new store in the same spot. When this new store opens, we believe that the Fountain Hills community will agree that it was worth the wait."

The town's new neighborhood Bashas' aims to exceed expectations with several convenient, cutting-edge features:

- **Customer lounge area** with a 42-inch flat-screen television and free Wi-Fi access;
- A **Community Room**, designed to be a meeting and gathering place for civic and non-profit organizations;
- A **Cub House**, a free supervised play center (equipped with a Sony PlayStation, arts and crafts, and board games) for children ages 2-10;
- An extensive selection of **organic and natural choice foods**;
- An **Italian kitchen**, equipped with a gelato bar;

- more -

- A **new bakery** with fresh products made from scratch on site;
- New **full-service deli** offering Boar's Head brand meats and cheeses and as well as chef-prepared, hot entrees;
- **Larger produce** department, **meat & seafood** section, **frozen food** section and expanded wine/liquor/beer department;
- Full-service **United Drugs Pharmacy**; and
- Front-end **self-checkout lanes**.

Area neighbors are invited to attend a preview party at the store on Tuesday, March 31 from 4 to 8 p.m. During this preview, attendees can receive a sneak peek of the new store, sample food, enter to win a Bashas' gift card and take home giveaways, including a reusable bag. Bashas' also will give a monetary donation to Fountain Hills' Extended Hands Food Bank as part of the store's grand opening festivities.

The rejuvenation of the grocery store was led by The Pederson Group, a Phoenix-based company well known for redeveloping several Valley shopping centers, including the Bashas'-anchored center at the southeast corner of Hayden and Indian School Roads in Scottsdale. Jim Pederson, chairman of The Pederson Group, said the redevelopment of the Fountain Hills center resulted from numerous conversations with Bashas' officials who expressed the need to provide a modern, state-of-the-art supermarket and shopping center to serve the needs of Fountain Hills' residents.

Bashas' new store in Fountain Hills Plaza is 49,967 square feet – more than triple the size of the first grocery store that served the Fountain Hills community in 1974. Bashas' will employ approximately 100 cashiers, courtesy clerks, managers and other members at the new store. Store hours will be from 6 a.m. to 11 p.m.

### **About Bashas' Family of Stores**

Bashas' Family of Stores – the family-owned grocer that operates Food City, AJ's Fine Foods, Sportsman's Fine Wines & Spirits, Eddie's Country Store, and both Bashas' and Bashas' Diné supermarkets – is an Arizona-based company founded by brothers Ike and Eddie Basha, Sr. With 13,000 members and 160 grocery stores, it is the 8<sup>th</sup>-largest employer in the state and one of the Best Places to Work in Arizona. Since the company's inception in 1932, Bashas' has given back more than \$100 million to the communities it serves. For more information, visit [www.bashas.com](http://www.bashas.com).

*\* Media note: Renderings/photos of the store's interior and exterior are available upon request.*

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