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IKE'S FARMERS' MARKET SPRINGS INTO FULL BLOOM
Bashas' Newest Format Boasts a Wide Selection of Fresh and Healthy Products

ORO VALLEY, ARIZ. – Organic breads, fresh fruits and vegetables, and all-natural top sirloin steak are among the items that will be available to Oro Valley residents when Ike's Farmers' Market opens its doors at 8 a.m. on Saturday, May 19. The market, located at Oracle Road and Rancho Vistoso Boulevard, is the first of its kind for Bashas' Family of Stores, the largest hometown grocer in Arizona.

From the moment customers walk through the door, they will likely notice the uniqueness of Ike's. The 42,000-square-foot facility will feature a design that showcases many unique features in a whimsical and inviting store interior. Shoppers can look forward to all-natural, preservative-free breads; more than 300 natural and organic bulk items including herbs, grains, granolas, coffees, flours, chocolates and nuts ; a fine selection of organic wines; and natural USDA choice beef, including sausages, signature kabobs and carne asada. The store also will feature a large selection of vitamins, supplements, and natural beauty and body care products.

An enormous variety of fresh and colorful produce (natural, organic and conventional) will greet customers when they enter the store, resembling old-time fruit and vegetable stands. Other displays will stretch nearly 12 feet high. The store also will offer designated areas throughout the store for shoppers to pop popcorn, roast nuts and grind-their-own peanut butter.

"We're thrilled to open our first farmers' market store," said Johnny Basha, Vice Chairman of Bashas' Family of Stores, and son of the company's co-founder, Ike Basha. "At Ike's, customers will be empowered to make smart food choices so they can manage common health challenges and live healthier lifestyles."

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According to grocery industry sources, 60 percent of shoppers have someone in their household with special dietary needs. Reports also show that a majority of people consider health issues when buying groceries.

"Arizonans want to incorporate healthier foods into their diets," said Basha. "Our team of meat, produce and bakery experts will be ready to answer questions and offer tips about how to make everyday meals healthier."

In addition to fresh and healthy food options and ready-to-eat organic meals, Ike's will offer an in-store bank, pharmacy and health clinic. The store also will host regular cooking classes, events and product demonstrations.

Owned and operated by Bashas' Family of Stores, Ike's Farmers' Market is a one-of-a-kind grocery store with fresh, healthy foods to help Arizona families live healthier lives. For more information, visit www.ikesmarket.com.

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