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FOR IMMEDIATE RELEASE:

## Wild Oats Market Now Sells Freshly-Made Hot Meals for Dine-In or Take-Out

**Williamstown, MA, March 10, 2008.** The Wild Oats Community Market Prepared Foods Department now offers a delicious variety of hot foods for lunch and dinner, every day. The new Hot Bar features a menu that rotates daily to include customer favorites and various American regional and international cuisines. The Hot Bar is open daily from 11:30 am to 2 pm and from 4:30 pm to 7 pm. Stop in for a scrumptious, healthy lunch or dinner that you can eat in the market's sunny café, or take with you.

On Friday nights, the Hot Bar will feature *Pizza by the Pound* made from scratch by the Wild Oats deli and bakery. On week-ends, the Hot Bar will change its persona to *Mama's Home Cookin'* and offer earthy "comfort food" entrees. Hot Bar menus for the month will be available at Wild Oats and online at [www.wildoats.coop](http://www.wildoats.coop).

The addition of the Hot Bar comes on the heels of a recent expansion to the Wild Oats deli's *Grab 'n Go* case. From deli staples to a variety of innovative new salads, our *Grab 'n Go* section features many healthy options for customers who enjoy the convenience of prepared foods. Salads such as roasted chickpea, carrot raisin, tofu and veggie, and Greek-style kale provide fresh, nutritious alternatives to more standard prepared meals, and our inviting café area gives customers the option to "eat in" or take their meal to go. The deli's heat-and-serve entrees are another popular recent addition to the deli. And the Wild Oats bakery continues to grow, introducing new breads and pastries on a regular basis.

Award-winning Chef and Prepared Foods Manager Greg Roach brings 25 years of restaurant experience to Wild Oats, where he continues to develop an ever-changing and wide-ranging repertoire of entrees, salads, side dishes and sandwiches. Greg's career includes stints in the kitchens of such luminaries as Wolfgang Puck, Jimmy Schmidt and Charlie Trotter. He is a graduate of the University of Michigan and the Culinary Institute of America, where he received the Roth Outstanding Student Performance Award and the President's Scholarship. Before joining Wild Oats, Greg was the chef at Helen's Place in Williamstown for four years.

**Wild Oats Market is a member-owned, cooperative-based whole foods market that buys extensively from local and regional natural and organic food producers. One need not be a member to shop at Wild Oats, although membership offers several benefits. The market carries a wide selection of organic and naturally-made products, including: meats, eggs, dairy products, fruits, vegetables, breads, pastas, oils, cereals, juices and chocolate. Wild Oats Market also carries healthful supplements and body care products, as well as environmentally-friendly household supplies.**