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FOR IMMEDIATE RELEASE:

**Wild Oats Market Makes More Space for Products and Customers**

*Store Reset, Now Complete, Includes a New Salad Bar and a Larger Bulk Section*

**Williamstown, MA, June 1, 2009.** Starting June 5, shopping at Wild Oats Market, a cooperatively-owned market specializing in local and organic foods, will be more comfortable and convenient. The store has undergone a major reorganization involving almost every product category, including bulk, grocery, supplements and personal care, and prepared foods.

“The process involved a great deal of planning and coordination to ensure that we utilized our existing space as efficiently and wisely as possible,” said General Manager Michael Faber. “But the results – a more sensible store layout, a bigger product selection, and a store that’s easier for customers to find things in – are well worth it.”

The reset process began on May 31. Set-up crews worked steadily for the next several days to dismantle existing aisle structures and rebuild and restock newly located shelving, while the store continued to stay open for business. Amidst the chaos, a new, better organized store structure emerged, with wider aisles and easier accessibility to popular departments like bulk, health and wellness, and prepared foods.

**Reset Allows Wild Oats to Offer Its Customers More**

As a result of the reset, Wild Oats is able to introduce a number of new bulk items, including organic extra virgin olive and canola oils, and locally produced organic maple syrup and honey. Easy-to-use machines for grinding organic almond and peanut butter have been added, as have several new items from local bulk producer Tierra Farms of Valatie, NY. Other new bulk items include *Supershotz*, a delicious trail mix made with coconut; purple sticky rice and Himalayan red rice; whole wheat alphabet soup; and peanut and coconut bars.

Wild Oats’ prepared foods section has moved to the front of the store, and now features a salad bar alongside its popular hot bar. The new salad bar includes local and organic produce, home-made salad dressings, and a changing variety of freshly sliced vegetables and healthy toppings. The Wild Oats bakery, now in a larger space at the front of the store, will also offer a greater variety.

“We’ll continue to give customers variety in the foods we prepare, and as much as possible, we will use organic and local ingredients in everything we make. Our ability to source and use high-quality ingredients is one of the things I like best about Wild Oats.

It's what sets us apart from the prepared foods sections in the larger chain stores," said Chef Greg Roach.

### **Wild Oats Schedules Open House for June 26**

To show off its spacious new layout, Wild Oats Market is hosting an Open House at the store on Friday, June 26, from 3 to 7 pm. All are invited to stop by on the 26<sup>th</sup> to see the new layout and try some delicious samples from the store's bulk and other departments.

**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, and has an in-house bakery and prepared foods department. Wild Oats Market also carries healthful supplements and body care products, as well as environmentally-friendly household supplies.**

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