

MEDIA ALERT

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SPROUTS FARMERS MARKET COMES TO COWTOWN

Doors swing open in Fort Worth at 7am on January 26th

WHAT: Sprouts Farmers Market, one of the fastest growing retailers in the country, will debut its first Fort Worth market on Wednesday, January 26th at 7am.

WHO: Arizona-based Sprouts Farmers Market's distinctive format offers a bright, cheery shopping experience that has been its cornerstone since the founders, the Boney family, opened their first produce stand in 1943. Our stores feature natural, organic and favorite indulgence foods at a great value, including mountains of fresh produce, all natural meats, seafood delivered up to six days a week and over 200 bins of bulk rices, spices, nuts and grains.

WHEN: Wednesday, January 26th @ 7am

WHERE: 4650 SW Loop 820 -- on the NW corner of I-20 & S. Hulen Road in the Overton Park Plaza

WHY: "Grand" opening deals!

- Grocery FREEBATE Giveaway: Join Sprouts mailing list after making a purchase and you could be one of 50 people per week through 2/20 to get a 100% rebate of your purchase (via a Sprouts gift card)
- The first 500 customers to make a purchase will receive a coupon booklet for 10 free sandwiches
- \$1, \$2 and \$5 sale on a variety of popular items through Sunday (Jan. 30)
- All purchases will be bagged in FREE reusable Sprouts totes on opening day

MORE: In addition to the new Fort Worth location, Texas has thirteen existing markets; Cedar Hill, Coppell, Dallas, Flower Mound, Frisco, Great Hills, Murphy, Plano, Richardson, Rollingwood, Round Rock, Southlake and Sunset Valley. A new location is scheduled for Carrollton later this year. For more information visit sprouts.com.

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