
FOR IMMEDIATE RELEASE

Oregon's Market of Choice Coming Soon to Hillsboro

EUGENE, ORE., April 22, 2025 — Known for its commitment to quality and community, Oregon's largest independent, family-owned grocer, [Market of Choice](#), will open its 12th store statewide in the new Reed's Crossing Town Center development in south Hillsboro next month. Located near Tualatin Valley Highway and Cornelius Pass Road at 3515 SE Cornelius Pass Road in Hillsboro, the 35,000 square-foot store is set to open on May 22, 2025.

The new Market of Choice store opening will bring approximately 150 new jobs to the community while offering area residents a diverse selection of conventional, natural, and specialty products — all delivered with a personal touch. Market of Choice offers an exceptional variety of products across its departments, including:

- The **Meat & Seafood Department**, which features regeneratively raised beef and sustainably harvested seafood, ensuring both quality and environmental responsibility.
- The **Cheese Department**, which offers a thoughtfully curated selection of local and international cheeses, including expertly crafted artisan varieties.
- The **Bakery Department**, that delights with scratch-made cakes, cookies, and other irresistible treats, all made fresh in-house.
- The **Market Kitchen**, which makes a wide selection of nourishing, freshly prepared dishes designed to fit every lifestyle — from hearty comfort foods to healthy, plant-based options.

Market of Choice customers can also enjoy comfortable gathering spaces, including a welcoming beer and wine bar featuring local favorites, perfect for meeting up with friends or relaxing.

“We are honored to bring Market of Choice to this vibrant community and provide a space for people to shop and connect with one another,” said Rick Wright, CEO of Market of Choice. “Our neighbors will discover a bounty of natural and organic choices, featuring more than 5,000 locally crafted and raised foods, alongside everyday favorite essentials. From chef-prepared dishes in our Market Kitchen to scratch-made bakery delights, we can't wait to welcome you to our new neighborhood store.”

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About Market of Choice

Founded in 1979, Market of Choice is Oregon's largest family-owned, independent grocer with 11 stores located throughout the state. Driven by the joy of and admiration for Oregon food and its makers, Market of Choice has grown into a thriving grocery retailer with nearly 1,400 dedicated employees. With stores in Ashland, Bend, Corvallis, Eugene, Medford, and the Portland-metro area, Market of Choice has developed deep, meaningful relationships with farmers, ranchers, fisherfolk, and food and beverage producers across Oregon and is committed to fostering a vibrant local food economy. For more information, visit www.marketofchoice.com. Stay connected with Market of Choice on [Instagram](#), [Facebook](#), and [Pinterest](#).

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