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FOR IMMEDIATE RELEASE

## Market of Choice Opens New Hillsboro Store, Showcasing Oregon's Finest Local Products

***12th Oregon location at Reed's Crossing Town Center brings nearly 150 jobs to the community***

**EUGENE, ORE., May 22, 2025** — [Market of Choice](#), Oregon's largest independent, family-owned grocer, today announced the grand opening of its 12th store statewide. Located in south Hillsboro at 3515 SE Cornelius Pass Road, the 35,000 square-foot store is the cornerstone of the new Reed's Crossing Town Center development, bringing the community a selection of conventional, natural, and specialty products — all delivered with Market of Choice's signature personal touch.

"We are honored to bring Market of Choice to this vibrant community and provide a space for people to shop and connect," 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."



Market of Choice brings customers a shopping experience that combines quality with an exceptional variety of products. Reed's Crossing 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. Departments include:

- The **Meat & Seafood Department** features regeneratively raised beef, Anderson Ranch's grass-fed lamb, all-natural pork from Carlton Farms, and sustainably harvested seafood from many Oregon fisherfolk, ensuring both quality and environmental responsibility.
- The **Cheese Department** offers a thoughtfully curated selection of local and international cheeses, including expertly crafted artisan varieties.
- The **Bakery Department** delights with scratch-made cakes, cookies, and other irresistible treats, curated by our talented bakers and cake decorators.
- The **Market Kitchen** makes a wide selection of nourishing, freshly prepared dishes designed to fit every lifestyle — from hearty comfort foods to healthy, plant-based options.

As part of its grand opening celebration, Market of Choice is launching a community food drive in partnership with Oregon Food Bank — aiming to collect 1,200 pounds of food by July 4. For every pound donated, Market of Choice will match it pound-for-pound, with the potential to provide 2,400 pounds of food or about 2,000 meals to those in need.

Known for its long-standing commitment to Oregon and its local communities and makers, Market of Choice also has partnered with the Hillsboro Hops to **fight food insecurity**. Non-perishable food items will be accepted at the Hillsboro Ballpark front gates during select homestands this summer (June 10–16, July 8–13, and August 12–17) to be donated to the local Oregon Food Bank. Market of Choice will be collecting monetary

donations at checkout at the Reed's Crossing and Cedar Mill Market of Choice stores throughout the season.

"We are thrilled to announce our upcoming partnership with Market of Choice for the 2025 season," said Matt Kolasinski, SVP of the Hillsboro Hops. "As a fellow Oregon-based organization deeply rooted in our community, this collaboration will be a wonderful match. We are also incredibly proud that this partnership will include support for the Shutout Hunger program, directly benefiting the Oregon Food Bank and our neighbors in need. We look forward to a meaningful and exciting season together!"

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#### **About Market of Choice**

Founded in 1979, Market of Choice is Oregon's largest family-owned, independent grocer with 12 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](http://www.marketofchoice.com). Stay connected with Market of Choice on [Instagram](#), [Facebook](#), and [Pinterest](#).

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