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**FOR IMMEDIATE RELEASE**

## **Market of Choice Announces Intent to Acquire Basics Market in the Hillsdale Neighborhood**

**EUGENE, ORE., Jan. 16, 2026** — Oregon's largest independent family-owned grocer, [Market of Choice](#), has signed a letter of intent to acquire the Hillsdale Basics Market grocery store, which would add a fifth Market of Choice location in the Portland metro area and become its 13th store statewide. The planned acquisition reflects Market of Choice's commitment to serving neighbors with the products, service, and accessibility the community is accustomed to.

"Basics Market has built something special by staying committed to serving the Hillsdale community, delivering exceptional high-quality food, and investing in an outstanding team," says Zach Wright, president of Market of Choice. "Those values closely mirror our own, and we're excited to build on that strong foundation. It's also turnkey. With all necessary equipment and a great team already in place, we will be able to take over and continue serving the community with minimal disruption. It's really a win-win for everyone."

While the location has a smaller footprint than many Market of Choice stores, customers will enjoy an exceptional selection of local products, from farm-fresh organic produce and artisan-baked goods to specialty cheeses and sustainably raised beef, pork, and seafood.

"I approached Market of Choice because I wanted to find an organization that shares our values around caring for employees, investing in the community, and supporting local producers and makers," says Chuck Eggert, founder of Basics Market. "The legacy of Rick Wright and now the continued leadership from Zach make Market of Choice the perfect fit on every level."

Market of Choice does not anticipate any major disruptions in service and will remain open throughout the transition. Wright intends to retain current staff and expects the transition to be completed within 90 days of the contract being approved.

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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](#).

**Media Contact:**

Laura Luthi

503-341-7785

[laural@gradybritton.com](mailto:laural@gradybritton.com)

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