

Market of Choice

Craft & Kitchen

In an industry where private label growth often comes at the expense of small, local vendors, Market of Choice is proving that store brands can be a tool for community investment rather than displacement. The Oregon-based retailer's Craft & Kitchen program, a 2026 Game Changers honoree in the Private Label category, has replaced the traditional retail mindset with a collaborative model designed to scale alongside its suppliers.

Instead of removing local brands to make room for its own labels, Market of Choice partners with regional makers to develop distinct, non-competitive products. This strategy allows small businesses to drive additional sales volume and improve production efficiencies without cannibalizing their own branded lines. By leveraging shared production, these local partners can reduce overhead and lower the cost of goods for their independent operations, strengthening their long-term growth potential.

The results of this approach are evident across the grocery aisles. In the past year, Craft & Kitchen has introduced Oregon fruit spreads, honey, chef-driven tortilla chips, and pastas. The program even expanded into the beverage alcohol sector with two Oregon wine labels, Community Cellars and Intersect, produced in partnership with local wineries. These join existing staples like milk and eggs that provide stable revenue streams for regional farms and dairies.

By prioritizing local ingredients and regional manufacturing, the Craft & Kitchen model ensures more dollars remain within the local economy. The initiative demonstrates that a private label portfolio can deliver high-quality, accessible price points to consumers while simultaneously acting as an incubator for food innovators and family farms. Market of Choice has created a scalable blueprint for the industry, showing that retailers can build resilient supply chains by treating local makers as partners rather than competitors.

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