

FOR IMMEDIATE RELEASE

Market of Choice Celebrates 10 Years of Powering Food Innovation *MOJO Program Helps Local Ideas Become Thriving Brands*

EUGENE, ORE., April 21, 2026 — Long before “local” became a trend, Oregon’s largest independent, family-owned grocer [Market of Choice](#) opened doors and cleared pathways for emerging Oregon makers through collaborative relationships with influential incubators and its signature MOJO program. Celebrating its 10th anniversary, Market of Choice’s MOJO program has provided hundreds of local makers and thousands of products with a critical path to market, addressing historical barriers for small businesses and guiding them to success with product development consulting, distribution support, and promotions.

Market of Choice has played a leading role in Oregon’s food ecosystem for decades with local farmers, ranchers, fishmongers, and makers at the core of its business model. Through strong industry and supplier relationships, as well as local collaborations, the grocer has long brought customers the best of Oregon’s local foods from across the state, while supporting resilience and local innovation. Building on this foundation, the MOJO program made it even easier for local makers to bring their products to market and onto store shelves across all Market of Choice locations statewide.

Collaborative relationships with incubators such as Built Oregon, Get Your Recipe to Market (GYRTM), The Food Innovation Center, Xcelerate Women, PNW Food and Beverage Group, Rogue Valley Food System and Cultivate Bend have been integral to elevating the MOJO program and helping Market of Choice discover new Oregon makers every year. As a result, 15% of the products in its stores, roughly 7,000 local makers’ brands, can be found on Market of Choice shelves.

Oregon’s Food Economy is Strong

Studies of food producers in Oregon show that locally produced food retains a higher share of revenue in local economies, and local food and beverage products are part of a larger statewide food economy that contributes billions to Oregon’s overall economic activity. According to Oregon State University’s College of Agricultural Sciences, Oregon’s agriculture, food, and fiber sector has been valued at more than \$42 billion in broader economic output.

The entrepreneurs supported by Market of Choice through its MOJO program have benefited the Oregon food system by keeping millions of dollars circulating in Oregon communities, according to Market of Choice’s Chief Merchandising and Marketing Officer John Boyle. Supporting local products means investing in Oregon jobs, economic growth, and the future of Oregon’s vibrant food system.

“Market of Choice’s MOJO program has been an incredible platform for Oregon makers,” said Matt and Catharine Kuerbis, HYCH hot sauces. “It goes far beyond a typical retail relationship. Market of Choice truly supports emerging brands, helping us navigate real-world challenges and grow in a meaningful,

sustainable way. We're proud to be part of a community of local makers, and grateful for the role they play in bringing our products to market."

A Decade in the Making

Behind the broader economic impact are the makers who have grown alongside the program. Many brands founded in Oregon and launched through MOJO a decade ago are still thriving today, including: PANS Mushroom Jerky (Portland, OR), Portland Pet Food (Portland, OR), Ken and June's Hazelnuts (St. Paul, OR), Tan Tan Foods (Beaverton, OR), Mizuba Tea (Portland, OR), Marshalls Hot Sauce (Portland, OR), Ground Up Nut Butter (Portland, OR), Pearl Soda Co. (Portland, OR), and Drift West Water Kefir (Portland, OR), and more.

"We've taken a unique approach to supporting local food entrepreneurs by looking at the system through their eyes and addressing challenges where we can," says Boyle. "The program removes known barriers that have traditionally challenged entrepreneurial businesses, including access to advice, meeting with buyers, logistics and support, training, and amplifying local makers to help these brands access new markets, grow and thrive."

That impact isn't limited to the past decade. Market of Choice continues to champion the next generation of food entrepreneurs across the state. Newer participants in MOJO such as We Must Mustard (Portland, OR), Iliana Maura Divinely Dairy-Free Butter (Hood River, OR), Better Boba (Portland, OR), HAB Sauce (Portland, OR), and Howl at the Spoon (Beaverton, OR), are now gaining traction with the support of the program.

Region (Stores)	Known For	Example Oregon Makers in Market of Choice Stores
Portland Metro	Innovation hub, food culture, startup support networks	Bloom Caramel, Eleni's Kitchen, Mad Saas Soap, Pistachio (MOJO), TroPink (MOJO)
Willamette Valley (Corvallis, Eugene)	Tree nuts (hazelnuts, walnuts), fruits, vegetables, wine grapes	De Casa Salsa (MOJO) HYCH hot sauces (MOJO), Queen's Bounty Honey
Central Oregon (Bend)	High-desert agriculture, craft beer, specialty seed crops, ranching	Albis CBD beverages, Boss Rambler beer, Josie's Best Gluten-Free Mixes (MOJO), Super Belly Dressing
Southern Oregon (Medford & Ashland)	Pears, wine grapes, dairy farms, fruit orchards	Joey's Hot Sauce (MOJO) Killer Keto Snacks, Oshala Farms Herbs

As MOJO celebrates 10 years, Market of Choice's broader impact is clear. It's an investment not just in local products, but in the communities and makers that define the state. From hazelnut orchards and vineyards in the Willamette Valley to pear growers and cheesemongers in Southern Oregon, craft beers in Bend, and emerging food brands in Portland, Market of Choice is investing in Oregon businesses and jobs, while bringing locally made and produced foods to customers for a more sustainable food system.

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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. Stay connected with Market of Choice on [Instagram](#), [Facebook](#), and [Pinterest](#).

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