



FOR IMMEDIATE RELEASE

Market of Choice Expands Portland Presence with Completion of Basics Market Acquisition

*Oregon's largest independent grocer welcomes Hillsdale location to its
family of stores*

EUGENE, ORE., May 01, 2026 — Oregon's largest independent family-owned grocer, [Market of Choice](#), today announced the completion of its acquisition of Basics Market in Portland's Hillsdale neighborhood, officially adding its fifth Portland-metro location and 13th store statewide.

The transition to Market of Choice is expected to take place on June 23rd, with no store closure anticipated. This ensures continued service for Hillsdale customers while preserving the neighborhood-focused experience, trusted team, quality products, and strong local maker relationships the community values.

"We're excited to become part of the Hillsdale community as a local anchor, providing access to fresh food and strengthening the neighborhood economy," says Zach Wright, president of Market of Choice. "This location represents an important moment for us as we test a smaller, neighborhood store format that, if successful, could shape how Market of Choice grows in communities across Oregon."

While the location has a smaller footprint than many Market of Choice stores, customers will still 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.

A grand opening celebration will be held at a later date, pending remodel plans which include the Market of Choice facade and an interior refresh.

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About Market of Choice

Founded in 1979, Market of Choice is Oregon's largest family-owned, independent grocer with 13 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

Oregon's
MARKET OF CHOICE®

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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