



## **Farm Boy Greenbank location opens in Ottawa on May 17<sup>th</sup>, 2021**

*Farm Boy's 16<sup>th</sup> location in Ottawa and 39<sup>th</sup> location in Ontario*

**Ottawa, ON (May 7th, 2021)** – Ontario's fastest-growing local fresh food retailer, Farm Boy, announced today it will be opening its 39<sup>th</sup> fresh market location on May 17<sup>th</sup>, 2021 in Ottawa.

"We've received so much support from our Ottawa shoppers over the years – we're thrilled to share that we are opening another location to better serve an area that holds some of our longest-standing customers," said Jean-Louis Bellemare, President and General Manager, Farm Boy. "Those visiting our new Greenbank location can expect the same exceptional farm fresh shopping experience that many in the Ottawa area have come to know and love, with a few additional upgrades we've recently tested. The new Greenbank location will also be Farm Boy's first store to open without single-use plastic grocery bags."

Farm Boy has been taking steps to better care for the environment by reducing other wasteful single-use plastics such as cutlery, straws, and some food containers. The Farm Boy team is working to phase out single-use plastic grocery bags from all stores, starting on June 1st. Shoppers are encouraged to bring their own reusable shopping bags, which cashiers will happily help pack, or purchase from Farm Boy's wide selection of reusable and eco-friendly options in-store.

Located at 1581 Greenbank Road in Barrhaven, the 35,064 sq. ft. location will employ 135 people in the community. In line with the company's "It's all about the food" ethos, the new store will feature fresh grilling and pizza stations, as well as full-service salad and hot bars, catering to customers' varying lifestyles and shopping needs. The store's extensive grab-and-go selection will complement its renowned inventory of fresh produce, fine meat, and other Farm Boy private label grocery items.

Farm Boy currently operates 38 locations in Ontario and will open 4 new locations by the end of 2021.

Highlights – what’s in store at Farm Boy:

- Local farm fresh produce with organic in-season products.
- Hundreds of Ontario fresh dairy, meat and grocery products.
- Hormone-free, organic beef, pork and chicken.
- 100% Canadian AAA beef, deeply marbled and aged a minimum of 14 days.
- Plenty of plant-based, vegan and vegetarian fresh foods.
- A sushi, pizza, and grill station for outstanding eat on-the-go options.
- Full-service hot bar and salad bar.
- Hundreds of popular Farm Boy private label products throughout the store.
- A wide variety of local farmstead, international, and Canadian cheeses.
- Ample reusable bag options to accommodate customers' shopping needs.

### **About Farm Boy Company Inc.**

Farm Boy provides a unique and friendly, fresh-market shopping experience featuring signature farm-fresh produce, butcher quality meats, artisan cheese, fresh dairy and popular private label products. Farm Boy has grown from a small produce stand starting in Cornwall in 1981 to 38 stores located across Ontario with further expansion plans underway. For a full list of future store locations, please visit our website [www.farmboy.ca/future-store-locations/](http://www.farmboy.ca/future-store-locations/)

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