



## **Farm Boy opens their 41<sup>st</sup> location on September 16th, 2021**

*This marks Farm Boy's 2<sup>nd</sup> location in Etobicoke*

**Ottawa, ON (September 1, 2021)** – Ontario's fastest-growing local fresh food retailer, Farm Boy, announced today it will be opening its 41st fresh market location on September 16th in Toronto.

“As we continue to introduce our concept in Toronto and the GTA, we are grateful to all Torontonians who have become, and continue to be, loyal Farm Boy customers,” said Jean-Louis Bellemare, President and General Manager, Farm Boy. “We are excited to be opening our second location in Etobicoke and look forward to providing our customers with a true fresh market shopping experience.”

Conveniently located north of the Kipling subway station at 5245 Dundas Street W (on the 2<sup>nd</sup> floor at the corner of Aukland Road and Dundas Street), the new 25,452 sq. ft. location will employ 136 people in the community and illustrate Farm Boy's 40 years of grocery retail experience and customer service excellence. Farm Boy prides itself on maintaining close relationships with local vendors to bring Ontarians the freshest foods at the best value, including hundreds of delicious organic, vegan, and gluten-free products.

Keeping customers' varying lifestyles in mind, Farm Boy also offers plenty of freshly prepared, chef-inspired dishes, including hot meals, to make breakfast, lunch, and dinner prep simple.

Farm Boy currently operates 40 locations in Ontario and will open 2 more 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 hot bar, salad bar and grill station for outstanding eat on-the-go options.
- Hundreds of exclusive Farm Boy private label products throughout the store.
- A wide variety of local farmstead, international, and Canadian cheeses.
- 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 40 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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