

Media Advisory

Vince's
MARKET



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Vince's to open new Sharon store

Independent grocer to offer new departments and unique customer experiences in larger, state-of-the-art location

SHARON, ON, November 21, 2019: Vince's Market has been a Sharon landmark since 1956. Back then it was an open-air fruit market – known for its fresh produce – making it a regular stop for commuters and cottagers travelling up and down Leslie Street.

Three decades later, Vince's was purchased by current founder Carmen Trimarchi, and in 1988, the plaza was built. The independent grocer has grown over the years, and so has the surrounding plaza, which expanded in 1996.

Vince's Market is now a five-store operation, and its original location is set to re-open on November 30th with innovative departments and experiences to better serve their customers. The adjacent plaza is also newly-built and will offer a fresh mix of retailers.

At first glance, it is apparent that Vince's has expanded its footprint. The new store is 14,700 square feet, plus additional space in the mezzanine for a 'Community Kitchen.' Here, customers can sit down and enjoy their purchases from an expanded selection of ready-to-go meals. The Community Kitchen will also offer programming that includes cooking classes, demos, and an opportunity rent the space for parties and events – all starting in 2020.

Customers will find new experiences and features throughout the store, like a stone-hearth pizza oven – where they can order their custom-made creation to take home or enjoy on the premises. Or they can visit the extensive self-serve hot foods department for quick, healthy and delicious hot meals that are ready to go.

Other convenient options include a larger salad and soup bar, or for something a little different, sushi made fresh daily in store. The latter includes noodle and rice teriyaki bowls, and for larger gatherings, an assortment of party platters – made to order.

The existing Sharon location will be offering a variety of in-store specials, leading up to its closing at the end of business hours on Sunday, November 24. Vince's will re-open in the new space on Saturday, November 30th at 8:00 a.m. with a ribbon-cutting ceremony, free gift cards and other giveaways.

Vince's Market welcomes you to attend, and be a part of this Grand Re-opening!

WHAT: Vince's Market grand re-opening celebration

WHO: Local media, elected representatives, special guests

WHERE: 19103 Leslie St., Sharon

WHEN: Saturday, November 30, 8:00 a.m.

Contact:

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About Vince's Market:

Vince's Market is a nationally recognized and award winning, small footprint fresh food retail chain. This privately held company employs more than 300 people in York, Durham, and Simcoe Regions, serving the communities of Sharon, Newmarket, Uxbridge and Tottenham. In 2014, their Newmarket location was awarded 2nd place in Canada for their category from the Canadian Federation of Independent Grocers. In 2017 and 2018, the chain was recognized as one of "Canada's Best Managed Companies." For further information, visit www.vincemarket.com



Vince's Market - Sharon



Vince's Market - Newmarket



Vince's Market - Uxbridge



Vince's Market - Tottenham

Contact Neil Moore for high-resolution images.