



Contact: Debby Fortune
Fortune PR, fortunepr@aol.com
510-548-1097

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For Immediate Release

Phoenix Rising: Local Grocer Reinvents Itself
Grand Opening of the New Andronico's in San Francisco, Sept. 17, 2008

San Francisco – Andronico's Irving Street market is the first location in the chain of eight to be transformed into an entirely new store with a completely fresh perspective. The Grand Opening will begin with a ribbon cutting at 10am on Wednesday, September 17, 2008, at 1200 Irving Street (at Funston) in San Francisco. Several generations of the Andronico's family will kick off the new era, and the store will be filled with opportunities for tasting, learning, shopping and celebrating.

"We're moving into an experience economy and we are dedicating our efforts to elevate our guests' experience to something beyond grocery shopping," said Bill Andronico, the CEO of his family's 79-year-old business. "Customers will always seek places to taste, learn, connect, and enjoy the experience of shopping. This is what the new Andronico's is all about."

The new Andronico's will tell the stories of where food comes from and who makes it, and encourage interaction between customers and staff. In addition, all aspects of merchandising are presented to encourage new experiences, inspire creative cooking and provide convenience. "Discovery Stations," peppered throughout the store, as well as exciting and surprising product groups, suggest unique ways to complete a meal, add flavor, or to simply try something new.

"Everyone is invited to meet our cheese specialists, our wine stewards, our produce specialists, our butchers and fish mongers, our pizza and panini chefs, our coffee baristas, our bakers and of course, our family," said Andronico.

Andronico's has always been on the leading-edge of grocery innovation, including John Andronico's invention of triple-deck produce cases in the 1980s, and, later, the introduction of metro shelving and in-store kitchens. "Our full focus and desire is that Andronico's thrive for another 79 years, and our business must evolve to remain relevant," said Andronico, who is the grandson of the market's founder.

About Andronico's

Frank Andronico, a Greek immigrant, was an experienced produce man when he opened his first retail market (then called "Park and Shop") on Berkeley's Solano Avenue in 1929. During the war years Frank opened a second store in nearby Richmond. Son John opened a third store on Oakland's Telegraph Avenue in the 1950s—at the time, one of the first drive-through groceries in the country

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Bill Andronico, who earned an MBA in food industry management from USC, now runs the company founded by his grandfather. His sister Connie runs in-store demo programs and manages special events. There are currently eight Bay Area Andronico's stores, with locations in Berkeley, Los Altos, Palo Alto, San Francisco and San Anselmo.

Please note:

- Bill Andronico is available for interviews.
- Sneak previews are available to the media.
- Contact Debby Fortune at 510-548-1097, fortunepr@aol.com

A few fun facts about the New Andronico's

- 22,500 square feet of deliciousness.
- More than 66 different chocolate bars, 11 of which are single origin and 11 more are fair trade.
- A bakery filled with goodies from more than 50 local bakers, including 23 vegan items, 17 wheat and gluten free items and more than a dozen are organic
- 1300 wines
- 300 cheeses
- A rainbow of colorful, healthful, sparkling fruits and vegetables... all kept fresh by energy efficient new cases
- And so many more surprises...

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