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## Earth Fare Opens in Peachtree Corners

*It's the first location in metro area for the natural foods grocery store chain*

**PEACHTREE CORNERS, GA, January 14, 2015** – Today [Earth Fare](#), a natural foods grocery store chain with 34 stores located throughout the southeast and mid-Atlantic, opened its first metro Atlanta area store in [Peachtree Corners](#) with a ribbon-cutting ceremony. Mayor Mike Mason and Councilmembers Phil Sadd and Lorri Christopher, along with more than 75 people were on hand for the early morning grand opening event.

The Asheville, NC-based company's newest store officially opened at 8 a.m. on Wednesday, Jan. 14 in the Village at Peachtree Corners shopping center on the corner of Peachtree Parkway and Peachtree Corners Circle.

The former site of Office Max, Earth Fare's Peachtree Corners store is the latest for the business that was founded in 1975. The new 24,000 square-foot grocery market offers a variety of healthy foods such as fresh, organic and local produce, breads and baked goods made daily, gluten-free, sugar-free products and hormone-free meats.

"We welcome Earth Fare to Peachtree Corners," said Mayor Mike Mason. "It is a real honor to be their first Atlanta metro location and although I am sure they decided to move here because our demographics are a great match for them, we choose to believe it is because they know we love their mission statement: to connect communities and improve lives through food."

"As a City, a big part of our mission is to improve the lives of our citizens by connecting our community in many, many ways. Their commitment to the highest quality in healthy food choices is consistent with our own standards and so we welcome businesses like Earth Fare who share our goals for our citizens."

Earth Fare features a cheese department, on-site bakery, prepared food options including a hot bar and salad bar, made-to-order sandwiches, scratch made pizza and meals to go.

The Peachtree Corners store opening was a new experience for Earth Fare's president.

"This is my first store opening since I joined Earth Fare last fall," said Frank Scorpiniti, the company's president and CEO. We're excited to be here." Scorpiniti said that the company plans on adding seven more stores this year including locations in Druid Hills and Cumming.

The new store is located at 5270 Peachtree Parkway, regular operating hours are 8 a.m. - 9 p.m. Monday through Saturday and 9 a.m. to 9 p.m. on Sundays. Telephone: (770) 242-7568.

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