

EAST BAY TIMES

Pinole: Sprouts store grand opening to feature organic freebies

By TOM LOCHNER | tlochner@bayareanewsgroup.com |
PUBLISHED: December 27, 2016

The new store, at 1300 Pinole Valley Road, will specialize in fresh, natural and organic foods including produce, bulk foods, vitamins and supplements, packaged groceries, meat and seafood, deli products, baked goods, dairy products, frozen foods, body care and health- and wellness-related household items.



PINOLE — Sprouts Farmers Market will host a grand opening ceremony for its new store in the Gateway Shopping Center at 7 a.m. Wednesday.

The 27,000-square-foot store, at 1300 Pinole Valley Road, is near the Kaiser Permanente medical office building immediately north and west of Interstate 80. It will join Starbucks and Habit Burger, which opened earlier this month. Expected to open soon at Gateway are Tropical Smoothie Cafe, Orange Theory Fitness Club and Jovance Hair Salon & Barbering, according to the Dec. 8 Pinole city manager's report.

Phoenix, Arizona-based Sprouts specializes in fresh, natural and organic foods including produce, bulk foods, vitamins and supplements, packaged groceries, meat and seafood, deli products, baked goods, dairy products, frozen foods, body care and health- and wellness-related household items, according to a news release.

At Wednesday's grand opening,

- The first 200 shoppers in line will get 20 percent off their initial total purchase.
- Muffin and coffee samples will be served to people in line before the doors open.
- At checkout, every 15th shopper will receive a savings coupon book.
- Customers will receive a free reusable bag with their purchase.
- There also will be specials on the weekend following the grand opening:
 - On Saturday, the first 200 shoppers making a purchase will receive a coupon booklet for five free sandwiches.
 - On Sunday every 15th customer will receive a coupon at checkout for \$5 off a purchase of more than \$15 the following week.
 -

According to the news release, Sprouts stores in Contra Costa County donate unsold and edible but not marketable groceries to the Food Bank of Contra Costa and Solano under the company's local Food Rescue Program. In 2015, Sprouts donated 14 million pounds of food company-wide, equivalent to 12 million meals, according to the news release.

Other East Bay Sprouts stores are in Oakland, Walnut Creek, San Ramon, Dublin and Fremont. Another Sprouts is under construction in Albany and expected to open in March. The Pinole store is expected to create 150 jobs, the company has said.