

Basics Fact Sheet

The Basics logo consists of the word "basics" in a white, lowercase, sans-serif font, with a small trademark symbol (TM) to the upper right. It is set against a solid green rectangular background.

Overview:

Part of the Wild Rose Food Company, Basics is a collection of area markets that feature classrooms and gathering places in addition to curated fresh foods and pantry staples. The Markets feature a number of organic, locally produced brands from Basics founder Chuck Eggert's family farms including Lulubelle's Creamery organic dairy products, Aurora Valley Poultry and Gwendolyn's Organic Eggs. Designed to help more people cook healthful meals at home, we find the freshest, most flavorful ingredients, pair them with simple recipes, and share kitchen skills and nutrition knowledge. Basics supports regional farmers, growers and manufacturers by sourcing products from farms that prioritize soil health, animal welfare, regenerative practices and seasonal rhythms. Basics' recipes are developed by our in-house culinary team and evaluated for optimal health by our nutrition team.

Locations and Store Hours:

Basics Sandy Boulevard
5035 NE Sandy Blvd, Portland, OR
8 a.m. – 8 p.m.
Monday – Saturday (Closed Sundays)
503-432-8910

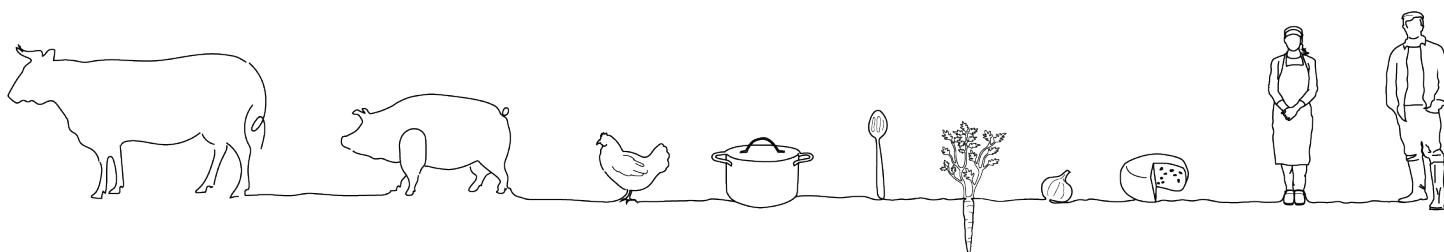
Basics Tualatin
8680 SW Old Tualatin Sherwood Road, Tualatin, OR 97062
8 a.m. – 8 p.m.
Monday – Saturday (Closed Sundays)
971-256-3020

Basics Hillsdale
6344 SW Capitol Highway, Portland, OR
8 a.m. – 8 p.m.
Monday – Saturday (Closed Sundays)
971-229-2184

Basics Meat Market
11900 SW Canyon Road, Beaverton, OR
9 a.m. – 6 p.m.
Monday – Saturday (Closed Sunday)
971-300-0687

Basics Lovejoy (Opening Summer, 2020)
938 NW 14th Avenue, Suite 110, Portland, OR

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Basics Faubion

Basics manages a Market and Food Pantry within Faubion Elementary School providing students, as well as teachers and staff, easy access to nutritious foods. The store is part of an integrated effort to close the opportunity gap and ensure that every child can fulfill their potential.

How it Works:

Small Footprint Markets

Our markets are small and accessible, focused on just what you need to cook healthful meals at home. We partner with local, sustainable producers whenever we can, and work together to keep prices accessible.

Our Local Farms

Not only do our farms prioritize animal welfare, soil health and seasonal rhythms to yield delicious, nutritious food, but they are all located here in Oregon! Local means we support our own communities and minimize the added costs associated with transportation from other areas.

Our Own Brands

Our Markets feature brands and products from our own farms, dairies and processing facilities including:

Poultry: Aurora Valley Organic. Hatched and raised and processed in the Willamette Valley, air-chilled, organic, free-range.

Milk and Cheese: Lulubelle's. Product line includes Organic Whole Milk and High Protein/Low Fat Lactose Free milk. Our cows roam 2,000 acres at our four organic dairies nestled in the Willamette Valley.

Jams & Preserves: Red Hills Fruit and Sunny Jim. Made with local fruit and all-natural ingredients.

Beverages: Organic Goldenbrew Teas & Tonics and Sam's Ginger Beers

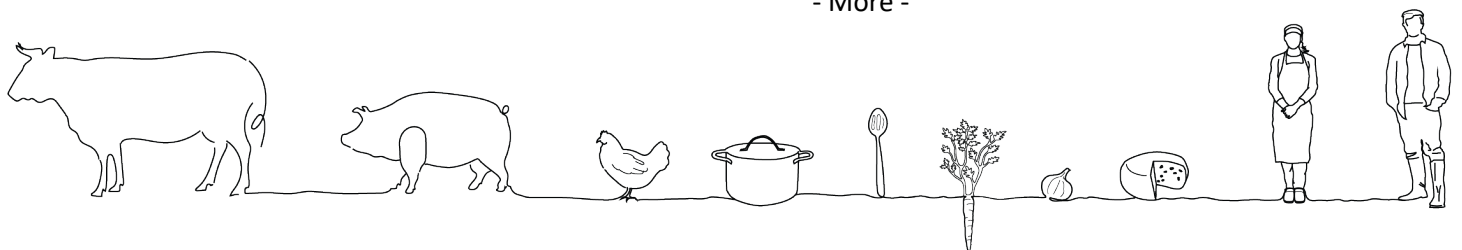
Beef: Organic beef from our own ranches, pasture-raised on a diet of grass, supplemented with hay and alfalfa we grow on our own farms

Eggs: Gwendolyn's. Hatched, raised and laying in the Willamette Valley, organic.

Simple Packaging

Our brands make the conscious decision to use simple packaging whenever possible. This helps with our sustainability, yes, but it also helps save our shoppers money! Just \$0.20 in packaging costs can easily double as distribution and store margins add up.

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Direct Distribution

Our connection to our own farms, dairies, processing facilities and use of our own vans to deliver directly to our markets, enables us to keep our prices lower by omitting the traditional distribution channels that usually result in increased prices for the consumer.

Products:

The products at Basics are selected for quality and peak nutrition. Shoppers will find ingredients organized by recipes at meal stations, developed by an in-house culinary director and vetted by a nutritionist for optimal health. Shelves are stocked with choice foods and staples in every category, prioritized by local and sustainable suppliers whenever possible. The best produce of the season is delivered fresh daily, and shoppers can choose from high quality regional meats and dairy products, including locally produced brands from Basics founder Chuck Eggert's family farms including Lulubelle's Creamery organic dairy products, Aurora Valley Poultry and Gwendolyn's Organic Eggs.

Philosophy:

Basics is designed to nurture stronger, healthier communities through food. It supports regional farmers, growers and manufacturers by sourcing products from farms that prioritize soil health, animal welfare, regenerative practices and seasonal rhythms to increase access to foods at peak nutrition.

Leadership:

Fernando Divina, president, creative director & executive chef
Michael Wolff, vice president, operations
Erin Leiker, Sandy Blvd. market manager
Lateefa Hoover, Hillsdale market manager
Dave Finnell, Tualatin market manager
Nathan Ball, meat market manager
Christi Reed, nutrition education coordinator
Lindsay Brown, director of nutrition
Meredith Eggert, brand steward
Joel Dahll, VP, purchasing & merchandising
Chuck Eggert, visionary

Media

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