



Market of Choice Announces Intent to Acquire Basics Market Hillsdale.

Customer FAQs

Q: You're Selling the Hillsdale Market? Why?

A: We've had an incredible run and are proud of how we stepped in back in 2020 and provided the Hillsdale community a local market to suit its needs. We are excited that we can hand it off to Market of Choice who is poised to grow to even greater heights! Learn more about Market of Choice at www.marketofchoice.com

Q: What is the timeline for the sale?

Right now, Market of Choice has signed a Letter of Intent to acquire Basics Market Hillsdale. The plan is for the transition to be completed within 90 days of a contract being approved by both parties. While an exact date is hard to predict, the target date range is February - April 2026.

Q: What will happen to the wonderful team members from Basics Market?

A: Market of Choice intends to retain current staff! With other stores and open positions, this also gives our team members more opportunities for growth!

Q: Will the market's name or branding change?

A: We assume the store will eventually change name and branding to join "Market of Choice". Actual plans and timing will be determined by a variety of factors, under the leadership of MOC.

Q: Is Basics going out of Business?

A: Yes, there will no longer be any Basics markets and no plans to open up any other markets. Thank you for your support and for welcoming us into your neighborhood!

Q: Will the market close and then reopen as a Market of Choice

A: Market of Choice plans to keep the market open throughout the transition. There should be no major disruption of service.

Q: What will happen if I have (or gave as a gift) a Basics Market Gift Card?

A: While we do anticipate Market of Choice honoring gift cards, we encourage you to use them before the transition is complete.

Q: What will happen to Lulubelle's Creamery and Willamette Valley Cheese, Basics Markets own cheese brands?

A: Lulubelle's and Willamette Valley Cheese will continue to be made

Anything else? While we've tried to cover all of the bases, for any burning, unanswered questions, please reach out to info@basicsmarket.com