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**GROCERY OUTLET BARGAIN MARKET EXPANDS SAVINGS TO THE SAN JOSE AREA WITH THREE NEW LOCATIONS**

***Husband and Wife Owner/Operators to Host Grand Opening Celebration of Brand New Milpitas Grocery Outlet on Saturday, September 15***

**Berkeley, CA – August 30, 2012** – Husband and wife entrepreneurs Tom and Tracy Hogan are proud to announce the opening of their brand new Grocery Outlet store in Milpitas, California, with a Grand Opening celebration scheduled for Saturday, September 15, 2012. The largest "extreme-value" grocer in the U.S., the Milpitas Grocery Outlet is the first of three new locations arriving to the greater San Jose area. Milpitas residents can now expect to pay much less on brand name, quality foods and merchandise at the new Grocery Outlet, the largest "extreme-value" retailer in the U.S. With over 165 store locations, Grocery Outlet offers extreme bargains on brand name merchandise and fresh nutritious foods, with prices often up to 50% less than conventional retailers.

Not only is Grocery Outlet expanding extreme savings in San Jose County and beyond, it's also creating local job opportunities. The Hogan's have hired 40 full-time and part-time employees to fill positions ranging from merchandisers and cashiers, to department managers and leads. The brand-new store will open in the space formerly occupied by Save-Mart in the shopping center along Highway 237 at the intersection of Calaveras Blvd. and Serra Way.

With over 50 years combined experience in the grocery business, Tom and Tracy are thrilled to have the opportunity to own and operate a Grocery Outlet location. Tom is proud to come from a long line of grocers, starting with his great grandfather, who owned an independent grocery store in Toledo, Ohio. As a 4<sup>th</sup> generation grocer, Tom is now able to share ownership success with wife Tracy and their three daughters. The Hogan's are also passionate about giving back to their community and look forward to benefiting local organizations including the Rotary Club of Milpitas, the Milpitas Food Pantry and the Lupus Foundation of Northern California.

At approximately 18,500-square-feet, the new Milpitas Grocery Outlet will be amongst the largest in the country. The space will feature 11 spacious aisles of product offerings, including an expanded 12-foot meat case with a high-quality selection of USDA-certified meats. The store will feature fully stocked organic, beauty and health, and fresh produce sections, as well as an enhanced wine and beer department.

"In the midst of rising food costs and continued strain on the current economy, we're proud to be able to offer Milpitas and surrounding area residents the opportunity to save a significant amount of money on everything from fresh quality meats, to fresh produce and specialty foods," says Tom. "Our customers will be surprised to find deeply-discounted prices inside a brand-new, custom store. Discount shoppers will no longer have to shop in a discount atmosphere."

An institution amongst bargain-seeking loyalists, Berkeley-based Grocery Outlet specializes in opportunistic sourcing, buying discounted close-outs of excess inventories from national brand-name manufacturers and private-labels. With over 165 independently-owned and operated store locations, including two additional locations opening in nearby areas in late September through October (Santa Clara and Downtown San Jose), Grocery Outlet continues to experience tremendous growth by consistently offering customers the opportunity to achieve considerable savings on brand names and high quality items.

The free-to-the-public Grand Opening celebration is scheduled for September 15 from 8:00 a.m. to 3:00 p.m. and will include an array of fun, family entertainment, food and prize giveaways. The general public is also encouraged to join in the \$1 Hot Dog and Drink sale, benefitting the **Rotary Club of Milpitas**.

For more information on the Milpitas Grocery Outlet, please visit: [www.groceryoutlet.com](http://www.groceryoutlet.com) or visit their Facebook page: <http://www.facebook.com/MilpitasGroceryOutlet>

### **About Grocery Outlet**

Based in Berkeley, California, Grocery Outlet offers extreme bargains on brand name merchandise, with prices often up to 50% cheaper than conventional retailers. The largest "extreme-value" grocer in the U.S., Grocery Outlet has over **165** locations in Arizona, California, Idaho, Nevada, Oregon & Washington. Grocery Outlet carries refrigerated and frozen foods, fresh produce, organics, dry groceries, beer and wine, health and beauty care, over-the-counter drugs, household products, toys and gifts. A third-generation family-led company founded in 1946, Grocery Outlet's mission has always been to provide customers a fun place to find extreme values on name brands they trust. Most stores are independently owned and operated by locally based families. For more information, please visit [www.groceryoutlets.com](http://www.groceryoutlets.com).

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