

Urban Fare celebrates grand opening of new store at leləm Village

(January 31, 2023 – Vancouver, B.C.) A new destination for food lovers is coming to Vancouver when gourmet grocer Urban Fare unveils its seventh location in leləm Village, bordering the University of British Columbia.

On Thursday, February 2, Urban Fare leləm will open its doors to the public in the new mixed-use development at 5380 University Blvd. bordering UBC student residences.

Customers will be taken on a culinary adventure with each aisle showcasing the finest gourmet grocery offering from around the world. This new location will deliver the sophisticated, modern, and unique shopping experience that Urban Fare customers have grown to love.

This is Urban Fare's fifth location in Vancouver and seventh overall, with the other two Urban Fares located Kelowna and Calgary.

Along with a full traditional grocery offering, the 12,748 square foot space is dedicated to chef-designed meal solutions and premium quality, fresh and artisan ingredients. It offers customers the following:

- **Fresh bar** – a selection of organic fresh-squeezed orange, grapefruit, and wheatgrass juice.
- **Premium charcuterie** – a wide range of fine cheeses from around the world, premium deli meats and mouth-watering, made-in-house roasts available for pre-order.
- **Bakery and artisan breads** – carefully crafted, baked-in-store artisan breads and an array of decadent cakes, pastries, confections and macarons.
- **Gourmet entertaining** – in-store chefs can whip up delicious food to impress guests.
- **Surf and turf** – the best seafood the West Coast has to offer, such as Ocean Wise B.C. oysters, wild-caught salmon, and tender, succulent prawns, and a wide selection of local and international meats and marinades.

"We are incredibly excited to open our seventh Urban Fare store in the beautiful neighbourhood of Point Grey," said Pattison Food Group president Darrell Jones. "This store will provide customers with a unique shopping experience designed to excite the inner chef in all of us. Our team is made up of food experts and skilled chefs who share a true passion for food, and it shows!"

Urban Fare leləm will officially open on February 2 at 7 a.m. with the first 100 customers receiving a gift ranging from gourmet goodies to artisan coffee to floral bouquets to gift cards (one per customer). Grand opening celebrations will continue through the weekend with exclusive promotions, food sampling, prizes, and family fun for all.

"We are so thrilled to be a part of this growing community and we believe our customers will be truly excited and inspired by what they find in our store," said store manager Tanya McDonell. "Our talented team has been working tirelessly and we can't wait to welcome our customers inside!"

Urban Fare leləm is open from 7 a.m. until 10 p.m. seven days a week.

Photos of Urban Fare leləm will be made available upon request through mediarelations@pattisonfoodgroup.com on Thursday, February 2nd, 2023 following grand opening celebrations.

About Urban Fare

The first Urban Fare opened its doors in 1999 in the revitalized former warehouse district of Yaletown, in downtown Vancouver. Today, we've grown to include a total of 7 locations, serving busy urbanites in Vancouver, Kelowna, and Calgary. Urban Fare offers an innovative shopping environment merchandised with a unique assortment of products with an emphasis on the best local, natural, organic, and first-to-market foods. The amazing team of food experts deliver world-class service to customers seeking an exceptional food shopping experience. Urban Fare is Western Canada's premier food destination and a true food lover's paradise.

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