



Contacts:

Tania Marquez
CKPR
(602) 417-0682 (o)
(602) 614-5686 (m)
tmarquez@ckpr.biz

Mary Little
CKPR
(602) 417-0692 (o)
(480) 486-5134 (m)
mlittle@ckpr.biz

BASHAS' SUPERMARKETS CELEBRATE 75 YEARS IN ARIZONA Hometown Grocer Credits Community, Family Values for Its Success

ARIZONA – May 9, 2007 – Times have changed, but old-fashioned family values haven't – especially at Bashas' Supermarkets. This year, Arizona's hometown grocer celebrates 75 years of having a seat at family dinner tables across the state.

To celebrate this milestone anniversary with shoppers, every Bashas' Supermarket location in Arizona will host a 75-second shopping spree for one lucky customer on Friday, June 1. Customers who use their Thank You Card to make a single purchase totaling \$75 or more at any Bashas' Supermarket between May 9, 2007 and May 22, 2007 will be automatically entered to win a shopping spree. Eighty-two winners (one winner from each store) will be randomly selected at the end of the promotion period. (Visit bashas.com for more details and official rules of the promotion.)

"For more than 75 years, we have stayed true to who we are – a community grocer. And we're celebrating by thanking our customers, who continue to be our primary focus in this business," said Johnny Basha, Vice Chairman of Bashas' Family of Stores, and son of the company's co-founder, Ike Basha.

Serving the Community

It all started in 1932, when brothers Ike and Eddie Basha, Sr. opened their first Bashas' grocery store five miles south of Chandler. The brothers stocked their store with groceries, gasoline and other items essential for a rural Arizona lifestyle. The store quickly became known for meeting the needs of customers and neighbors.

Three-quarters-of-a-century and more than 80 Bashas' Supermarkets later, the company still operates with a responsibility for giving back to the communities it serves.

"Through the years, Bashas' has never lost sight of what is truly important – people, community, compassion, friendship and respect for humanity without discrimination," said Basha.

Giving Back to Arizona

According to Basha, to prosper in business, it's vital to be part of a healthy community. From funding employees' continuing education endeavors to donating food, resources and time to hundreds of local charities, the company has donated millions of dollars to charitable organizations in Arizona.

"Arizona's our backyard," said Basha. "We have a vested interest in the neighborhoods we serve, and this guides our philosophy of giving back. But we couldn't do it alone – countless Arizona organizations have benefited from the generosity of our members (employees) and customers."

-more-

The Society of St. Vincent de Paul in Phoenix is one of the many local organizations benefiting from this support. “We’ll always be deeply grateful to Bashas’ for its profound sense of community responsibility,” said Stephen J. Zabalski, St. Vincent de Paul’s executive director. “We have continued to provide ever-expanding services to the homeless because of the company’s philanthropic leadership.”

Providing Value for Customers

Just like Ike and Eddie Basha, Sr. recognized an opportunity to better serve Arizonans in 1932, the company’s leadership continues to enhance its products, services and amenities.

“Customers always come first at Bashas’,” said Ralph Woodward, the company’s senior vice president of operations. “There’s a chef or cook in just about every one of our stores to ensure quality and freshness. Our meat, produce and bakery department experts also help to answer questions and offer preparation tips for our shoppers.”

In addition to fresh food options and award-winning, ready-to-eat meals (Chef Entrées), Bashas’ has been on the forefront of major industry innovations. Bashas’ has introduced a health screening program (HealthStyles), in-store medical clinics (through a partnership with MediMin), online grocery purchase and delivery (Groceries on the Go), and an on-site childcare service (Cub Houses). To much enthusiasm from customers, the company recently installed covered parking at some of its stores.

Virginia Santilli, a Bashas’ customer for more than 48 years, says that she couldn’t ask for more from a grocery store.

“They’re such good people at Bashas’,” she said. “They offered to take me home more than once when I had problems with my car. One of the managers even offered to let me use his car. They have hired absolutely wonderful people who bend over backwards to help you.”

Treating Everyone Like Family

As the seventh-largest employer in the state, Bashas’ Family of Stores employs more than 14,200 members (employees). It is very common for members to work for Bashas’ their entire career. In fact, Mike Proulx, Bashas’ President and Chief Operating Officer, started his career bagging groceries at his local Bashas’ Supermarket in the 1960s.

“When I was hired at Bashas’, I was embraced as part of the family,” said Proulx. “That’s true for everyone who works here. Bashas’ is a family-first culture. We do not have employees, we have members. We treat every member like family, as they are critical to our success and longevity.”

Looking Forward to the Next 75 Years

According to Proulx, Bashas’ is perfectly poised to serve the needs of the growing state, just as Ike and Eddie Basha Sr.’s small grocery store did so many years ago.

“As the company looks for new ways to serve customers, assist members and contribute to the community, the future has never looked brighter,” Proulx said. “We will always strive to grow and improve our business, but we will never forget who we are or where we came from.”

Bashas’ Family of Stores was founded in 1932 by brothers Ike and Eddie Basha, Sr. Since then, it has become the largest hometown grocer in Arizona and the seventh-largest employer in the state. Bashas’ is the fifteenth-largest privately held supermarket chain in the nation, with more than 160 locations throughout Arizona. For more information, visit www.bashas.com.