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BASHAS' SUPERMARKETS OFFERS FREE 'EAT SMART' SHOPPING TOURS
Participants learn how to stock their kitchens with affordable, nutritious foods

ARIZONA (March 2, 2009) Healthy foods can be affordable, according to Bashas' in-house dietician, Barbara Ruhs. You just have to know how to shop for them.

To share nutritional, budget-friendly tips with grocery shoppers, Barbara will hold a series of free healthy shopping tours at select Bashas' supermarkets. Every month, customers can enjoy a one-hour guided tour at a designated Bashas' store. Tours will cover everything from understanding confusing food labels and preparing wholesome lunches to choosing smarter food options that benefit your overall health.

"It's easy to give your diet a nutritional upgrade," said Ruhs. "If you're armed with the right food knowledge, you can eat healthy – even when you're shopping on a budget."

Every healthy shopping tour participant will receive realistic advice and a reusable Bashas' bag filled with coupons, shopping lists and other resources that make it easier to shop smarter. Additionally, Barbara will answer questions throughout the tours so that each one is a little bit different and is customized to participants' interests.

Bashas' Eat Smart Shopping Tours will be held from 9 a.m. to 10 a.m. & from 10:15 a.m. to 11:15 a.m. on the following Saturdays, at the Bashas' supermarket locations listed below:

- **Saturday, March 21:** Bashas' store at Reems Rd. & Waddell in Surprise
- **Saturday, April 18:** Bashas' store at 48th Street and Warner Rd. in Ahwatukee
- **Saturday, May 16:** Bashas' store at Dysart and Camelback Roads in Litchfield Park
- **Saturday, June 20:** Bashas' store at Tatum & Bell Road in N. Phoenix
- **Saturday, July 18:** Bashas' store Hayden & Indian School Rd. in Scottsdale
- **Saturday, Aug. 15:** Bashas' store at Chandler Blvd. & Dobson in Chandler
- **Saturday, Sept. 19:** Bashas' store at Riggs Road & Alma School Rd. in Sun Lakes
- **Saturday, Oct. 17:** Bashas' store at Shea Blvd. & 32nd Street in North Phoenix
- **Saturday, Nov. 14:** Bashas' store at Kyrene & Chandler Blvd in Chandler
- **Saturday, Dec. 12:** Bashas' store at Union Hills & 7th Street in North Phoenix

Participation is limited for each of the tours, so it's important to RSVP ahead of time. To register for a free healthy shopping tour, e-mail your name, phone number and desired tour date/location to EatSmart@bashas.com.

Bashas' new *Eat Smart* program is the first comprehensive nutrition program provided by an Arizona grocer. With colorful nutrition shelf tags, free diet-friendly recipes, monthly in-store shopping tours, healthy eating tips, and useful shopping lists, Bashas' *Eat Smart* program infuses nutritional nudges into every aspect of the grocery shopping experience.

Bashas' is an Arizona-based, family-owned and -operated grocery chain known for its made-from-scratch bakery items, full-service butcher shop, fresh produce and award-winning Chef's Entrées. Since its inception in 1932, Bashas' has given more than \$100 million back to the communities it serves. For additional information about Bashas', visit www.bashas.com.

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