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CONTACT:

Peyton Robertson, (858) 382.4922

LNmarketing

peyton@baybirdinc.com

**GROCERY OUTLET BRINGS EXPANDED SAVINGS TO GILROY
ONCE AGAIN WITH BRAND NEW 10TH STREET LOCATION**

***Local Husband & Wife Team Celebrate with Huge
Grand Opening Celebration on Saturday, December 11***

Berkeley, CA – December 3, 2010 – Husband and wife entrepreneurs Janice and Gilbert Angkiangco are proud to celebrate the opening of their brand-new Grocery Outlet location on 10th Street in Gilroy with a Grand Opening event planned for **Saturday, December 11**. Gilroy and surrounding Santa Clara County area residents can expect to save up to 70% on brand name, quality foods and merchandise at the new Grocery Outlet, the largest "extreme-value" grocer in the U.S.

In a time when mom-and-pop shops – let alone large corporations - are shuttering store windows instead of opening them, the Angkiangco family business is an inspiration. Janice, Gilbert and their 3 young children moved to Gilroy to open their former Grocery Outlet location in 2008. After 18 months of operating their original Gilroy store, the property landlord decided not renew their lease and the store closed in April 2010. 8 months later, the Angkiangco's are pleased to once again open their doors to consumers looking for quality produce, meats and merchandise at affordable prices.

Originally from the Philippines, Janice and Gilbert both come from careers in retail management. Gilbert worked for many years as a sales and operations manager at a local supermarket, and Janice was employed as a store manager at a large department store.

After moving from the Philippines in 2006, the Angkiangco's decided to post their resumes on several large job hosting sites. It was here that that a recruiter found the couple and discussed the possibility of store ownership.

Gilbert and Janice were instantly drawn to Grocery Outlet's dedication to the family-oriented credo of business ownership and the opportunity to own a thriving business. In 2008, after the couple interviewed and worked through Operator Training, the

Angkiangco's opened their first store in Gilroy and are looking to continue their operations from their brand-new Main Street location.

To support operations for the new store, the Angkiangco's have hired 30 local residents, including 10 employees from the former Gilroy location. Hired positions range from everything from merchandisers to department managers. Hiring at this time is significant, especially considering the local unemployment rate in Santa Clara County is 11.1% percent, over two percentage points higher than the national unemployment rate.

The new store will occupy a former appliance center within a bustling retail district of the city. At 13,500 square feet, the completely renovated and brand new Grocery Outlet space will feature a spacious 8 aisles of product offerings, a deli case with pre-packaged, sliced meats and cheeses, a premium fresh meat case with all natural USDA top-cuts, large seasonal produce displays, a dedicated organic section, and an enhanced wine and beer department. As is the case with most Grocery Outlet locations nationwide, the new Gilroy store site will provide a once underserved area with much needed fresh and nutritious foods at affordable prices.

"Having worked in the retail industry for many years, Janice and I are excited to be able to contribute to the community again by offering residents the opportunity to save a significant amount of money through Grocery Outlet," says Gilbert. "Discount shopping doesn't have to mean you have to sacrifice quality - We are here to help fill family's bellies with excellent product at affordable prices."

Even amidst challenging economic times, Grocery Outlet stores across the Northwest are thriving, especially in California.

The Grand Opening celebration on Saturday, December 11, will take place between 8:00 am – 6:00 pm and will include an array of fun, family entertainment including free frugal-friendly Grocery Outlet bags for the first 700 customers, games and giveaways, a local charity fundraising hot dog sale on behalf of **El Roble Elementary School** and a live performance by **Mariachi Gilroy**.

For more information on the Gilroy Grocery Outlet, please visit: www.groceryoutlet.com or visit their Facebook page: <http://www.facebook.com/profile.php?id=100001597583735>

About Grocery Outlet

Based in Berkeley, California, Grocery Outlet offers extreme bargains on brand name merchandise, with prices often up to 70% cheaper than conventional retailers. The largest "extreme-value" grocer in the U.S., Grocery Outlet has 148 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.

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