

***** EMBARGOED UNTIL 3:30PM MONDAY, MARCH 26 *****

Our Vision for the Future of Glen's

Five years ago next month, we opened Glen's Garden Market with a specific mission: to serve Good Food from Close By and grow relationships with folks who share our commitment to sustainability. In that time, we have amplified the impact of local farmers, ranchers and producers – giving 79 entrepreneurs their very first chance to sell their products on our shelves. We've created a gathering spot for those who live and work near the store, and we've made many friends in the process.

But we're capable of so much more.

When you walk through our doors, we want you to feel embraced by our warm, inviting team, who knows you and what you like. We want you to feel the magnetic allure of a flawlessly cultivated, fragrant and fresh produce department. We want our selection of groceries and specialty foods to beckon and delight you, and we want you to crave our pizzas every single day.

We want to offer an experience that amplifies the value of the Good Food we serve.

We want you to look forward to your time in our store, and we want you to cherish the experience of being here – both because you're excited about delicious food, and because you're inspired by the friends with which you engage here.

Glen's will become an activated community center: a place where we gather to enjoy and engage with Good Food and one another. We'll lead field trips to empower you to better understand the process of getting our products from concept to package. We'll offer classes and discussions to deepen your connection with the local food community. Beyond that, we want to learn from you. We see a future where Glen's is a place you come to eat, to learn, to collaborate and to chat.

As the big guys pivot toward national brands and generics, we're running in the opposite direction. We're doubling down on our commitment to local producers, looking to grow the number of food startups launched at Glen's to 100 this year. We're looking to displace demand for industrially produced food, and replace it with mindfully made alternatives because we care deeply not only about where our food comes from, but whether the person making it is acting with honesty and integrity. And we know you do, too.

We're so excited about what Glen's could be, and we see our future so clearly.

And because we know exactly where we want Glen's to go, it's time to admit that we expanded too quickly, and it distracted us. We've enjoyed the challenges and learned significant lessons. But the fact is, we have such a clear vision and intention for our future that we know with certainty we need to concentrate our efforts, so that we can magnify, rather than dilute them.

We are planning to close our Shaw store in April, so that we can obsessively work to create an experience at Dupont that's nothing short of legendary.