



HARRIS FARM MARKETS OPENS ITS DOORS TO THE BORONIA PARK COMMUNITY

Market Day Celebrations on Saturday 10 December

5 December 2011, Australia: Harris Farm Markets is set to delight local shoppers just in time for Christmas, with the opening of its 23rd store on Pittwater Road in Boronia Park, on Wednesday 7 December.

Harris Farm Markets invites the local community to a Market Day celebration on Saturday 10 December, from 9am to 3pm. The day - in the new 1100sqm space with 70 underground car parking spaces - will give shoppers the opportunity to experience what Harris Farm Markets is all about; quality fresh fruit and veg and products made by equally as passionate producers and farmers.

At the market day customers can sample the store's many delights, with free tastings from producers, such as Old Telegraph Road Cheeses, Sydney Seafoods and Twisted Frozen Yoghurt, as well as a gold coin donation Sausage Sizzle by Argyle Prestige Meats in support of Westmead Children's Hospital Neonatal Intensive Care Unit. There will be entertainment for kids and adults throughout the day with music from Snowy River Trio, tree quoits, bag stamping and face painting.

Shoppers can also take advantage of fantastic opening specials for the festive season, including Classic Smoked Salmon (500g) - \$9.99, tray sale mangoes - \$9.99, whole wheel Harris Farm Markets Brie and Camembert - \$14.99 each, and beef eye fillet - \$17.99kg. In addition, a Grocery Grab Competition will be running, with three lucky customers winning a 60 second dash at the store the week before Christmas.

Tristan Harris, Director of Buying and Marketing at Harris Farm Markets, says that as well as bringing a different shopping experience to locals, the store will play a strong role in the community. "At Harris Farm Markets, supporting the local community is at the core of our beliefs. As we do with all our stores, we're looking forward to continuing this ethos and supporting schools and other local organisations in the Boronia Park community."

Harris Farm Markets Boronia Park will house quality fruit and vegetables, gourmet groceries, continental breads, fresh nuts, flowers, a fine selection of cheese and dairy goods, Harris Farm Markets' signature brand of natural yoghurt, a range of quality meats, and a wide range of grocery



products. The store is located at 126-128 Pittwater Road, Boronia Park, 2110, and is open seven days a week from 7.00am.

For more information on Harris Farm Markets, current specials, operating hours, recipe ideas or 'what's in season' please visit www.harrisfarm.com.au.

For a store tour of Harris Farm Markets Boronia Park, images or interviews, please contact:

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- About Harris Farm Markets -

Harris Farm Markets is a family owned Australian business committed to providing customers with the best quality product at the right price. Established in 1971, the company was formed as a single shop in Villawood and now serves 23 different communities throughout NSW, proudly employing over 1000 people. The founder, David Harris is the Managing Director to this day – working closely with his wife Cathy and sons Tristan, Luke and Angus who are also hands-on in the business