



MEDIA RELEASE

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Harris Farm Markets touch down in Glendale

Australia's largest independent fresh food group will bring much-needed competition to the Newcastle region when it arrives in Glendale next week.

Harris Farm Markets will open its doors in *Stockland Shopping Centre*, Glendale on Wednesday. The family owned and operated chain is excited to introduce a new standard of quality to local shoppers, and hopes to make other retailers work harder.

David Harris, the company's CEO and Head Fruit & Vegetable buyer, says the philosophy is simple. "We keep prices down because we want to be competitive, and we choose everything ourselves so the quality is assured." Harris founded the brand in 1971 and credits its success to his family's involvement. "We're pretty down to earth. People come to our stores for everyday essentials so we don't want them spending a fortune."

Glendale can look forward to a much better deal on fruit and veg prices as the *Markets* introduce their famous low prices. With a strong history in Australia's fresh food industry, *Harris Farm* are experts in the marketplace and use their knowledge to source high quality without the high price tag, offering consistent value for money that others struggle to match.

In addition to an array of market-fresh fruit and vegetables, *Harris Farm Markets* stock a range of gourmet products including continental breads, fresh nuts, a selection of cheeses, and their famous *Harris Farm* yoghurt. You will find inventive meal ideas in-store, as well as on their website harrisfarm.com.au where customers can even share their own favourites.

Harris Farm Markets opens Wednesday 23rd July between *KFC* and *Lone Star Steak House*. Customers can park directly in front of the store which will trade 7 days a week.

For further information please contact

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