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## RENOVATION IN CAREFREE WELCOMES BOOST IN FOOT TRAFFIC

### *Newly Remodeled Basha's Experiences Increased Sales*

CAREFREE Ariz., (Dec. 12, 2016) – The Town of Carefree is proud to announce that their longtime partner, Bashas Supermarket, located at 36889 N. Tom Darlington Drive, has experienced an overall increase in volume by 25-40% daily since their newly remodeled store was re-opened in October 2016 versus one year ago.

The newly remodeled Bashas, after 24 years of service to the foothills community, received multiple new amenities featuring an updated floor layout, expanded offerings including a wider selection of organic and better-for-you foods and a new Starbucks that opens to the outdoors for stunning patio views of Black Mountain. The grab-and-go concept has proven successful with residents and visitors, along with the new sushi bar that showcases chefs crafting fresh rolls onsite daily. The salad bar and the assortment of hot soups available just in time for the cooler weather has also been a favorite for locals looking for a quick lunch.

"We are thrilled with the overall response, and support, from the Carefree community," says Edward Basha, President & CEO of Bashas' Family of Stores, "Our store remodels not only enhance the overall customer experience but each reflects the unique interests and needs of the community it serves."

Mayor Les Peterson explains, "The success truly reflects the satisfaction of our residents and visitors and underscores the validity of Bashas making a long term investment in the Town. We welcome stimulated growth in surrounding businesses because of the re-opening and how it will measurably contribute to the economic success of Carefree through the meaningful sales tax the store generates."

### **About the Town of Carefree**

Carefree is a scenic community of over 3,700 residents nestled in the Sonoran Desert Foothills. Incorporated in 1984, Carefree is regarded as one of the most inspiring and livable places to live in Arizona and centers its culture on desert lifestyle, architecture, culinary arts, health, wellness and community involvement. For more information visit [Carefree.org](http://Carefree.org) or call 480-488-3686.

### **About Bashas' Family of Stores**

Bashas' Family of Stores – the family-owned grocer that operates Food City, AJ's Fine Foods, Eddie's Country Store, and both Bashas' and Bashas' Dine supermarkets – is an Arizona-based company founded by brothers Ike and Eddie Bashas, Sr. With more than 100 grocery stores, it is one of the largest employers in the state and one of the Best Places to Work in Arizona. Since the company's inception in 1932, Bashas' has given back more than \$100 million to the communities it serves. For more information, visit [www.bashas.com](http://www.bashas.com).

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