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NEW BIXBY, OKLAHOMA REASOR'S OPENING HALLOWEEN DAY

TAHLEQUAH, OK – [October 29, 2012] – Bixby residents are in for a real treat on October 31 as the highly anticipated new Reasor's opens for business at 8 a.m. The first 500 customers will receive a complimentary reusable shopping bag and all departments will be offering free samples throughout the day. Reasor's executives and Bixby Chamber of Commerce members will be present for an official ribbon cutting at noon.

The flagship location at 111th and Memorial is unlike any grocery store in the state, and features many innovations never before seen in the country. The upscale interior design and lighting provide a luxurious shopping experience for shoppers perusing the 75,000 square feet of the finest quality and best value items. A full complement of departments including sushi, seafood, pharmacy, specialty foods, olive bar and Redbud Café will comprise the full service grocery store.

"I've been hanging around grocery stores since I was 6 years old, and each of our stores is like a child to me," said Jeff Reasor, chairman and chief executive officer. "They are all different and I love each of them for what they are. But this Bixby store is special. It takes grocery shopping to a new level."

Features of the new store include a fully interactive chef's demonstration kitchen in the center of the store with 360° visibility. Novice cooks and culinary connoisseurs alike will enjoy cooking demonstrations and classes.

"What we fear is the unknown," said Reasor. "Many people love salmon and eat it out frequently, but are afraid they will cook it incorrectly when doing it on their own at home. The Chef's Corner will help take the mystery out of cooking fish and many other foods. We'll also introduce new products, flavors and techniques so customers can fully appreciate their purchases."

Foodies will delight in the gourmet cuts of Certified Angus Beef® dry aged on site in temperature controlled dry aging case. Delicious freshly made rice cakes are air popped right before your eyes for the health conscious consumer. Redbud Café, the in-store restaurant, features a hot foods bar where customers can pay by the pound. Patrons can relax on plush indoor seating or dine on the patio around the outdoor fireplace.

"All customers will find something that will become their favorite part of the store," said Reasor.

A registered dietitian on staff will offer wellness screenings, provide individualized nutrition consults and conduct shopping tours to educate consumers on gluten free items and heart healthy options. The store features expanded certified organic and all natural bulk foods offerings, along with many locally grown and produced foods. With the largest selection of fresh produce around, Reasor's is a smart starting point for eating a healthy diet. Reasor's is also the first retailer in the Tulsa area to offer an Electronic Vehicle charging station in the parking lot.

"We are very excited for our residents to have a new state of the art grocery store right in Bixby and would like to thank Jeff Reasor and Associated Wholesale Grocery's for choosing Oklahoma's fastest growing city for their newest Reasor's store," said Ray Bowen, Bixby mayor.

Reasor's was founded over 49 years ago in Tahlequah, Oklahoma. It was family owned until 2007, when Reasor's became an employee owned company. Today, Reasor's has 17 locations and two convenience stores. The company employs nearly 3,000 people in Northeastern Oklahoma. Supermarket News ranks the company #34 on its Top 50 Small Chains and Independents in the U.S. for 2011.

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