

Meijer Opens New Supercenter in West Branch Today

Retailer brings fresh grocery option to Ogemaw County

GRAND RAPIDS, Mich. – Meijer opened a new supercenter in West Branch, Mich., bringing families in Ogemaw County a one-stop shopping experience that features low prices on high-quality merchandise, groceries delivered daily and a full-service pharmacy that makes family health care a priority.

“This new store reinforces our ongoing commitment to serving the needs of local families in Mid-Michigan at a time when everyone is looking for more convenience and value,” Executive Chairman Hank Meijer said. “We believe if we’re just another retailer in the community, then we’re not doing our job right, so we are going to work hard to provide the best shopping experience to our customers in West Branch.”

The 155,000-square-foot store, at 3691 M-55, features various digital shopping solutions that continue to gain popularity at Meijer stores. Customer use of [Shop & Scan](#), which allows shoppers to scan barcodes via a mobile app and bag their items as they shop, has made checkout easier for many customers. The store also features expanded areas to manage orders for [Meijer Home Delivery and Pickup](#) services.

Known for grocery options like more than 600 varieties of farm-fresh produce, 150 USD-certified organic items, and a deli and meat department, the new Meijer store also offers a drive-thru pharmacy option and general merchandise items more often found in specialty stores. That includes everything from women’s apparel – with on-trend styles in every size, on the same rack, at the same price – to beauty care, an expansive baby department and a pet department that offers 200 pet toys, 500 varieties of treats for dogs and cats and premium foods.

Prior to opening the doors at its new supercenter, the West Branch Meijer demonstrated its support in the community last week by making \$25,000 in donations to local organizations. The Surline Elementary/Rose City Elementary Schools were presented with a check for \$5,000; Whittemore Prescott Elementary was presented a check for \$5,000 each in support of their early childhood development programs; and the Ogemaw Commission on Aging was presented with a check for \$15,000 in support of its Meals on Wheels program.

Meijer donates more than 6 percent of its net profit to charitable organizations annually, and each of its stores works with local food banks and pantries to help fight hunger. Since 2008, the retailer’s *Simply Give* program has generated more than \$71 million for its food pantry partners throughout the Midwest.

“We’re very pleased to bring this great new store, and the numerous convenient shopping options we offer, to families in West Branch,” Meijer President & CEO Rick Keyes said. “Our Meijer team members have worked diligently to prepare for opening day, and we’re all looking forward to providing a fresh retail option for this community.”

About Meijer: Meijer is a Grand Rapids, Mich.-based retailer that operates more than 262 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the “one-stop shopping” concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit www.meijer.com. Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at www.facebook.com/meijer.

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