

## Rivertown, Woodward Corner Markets Welcome Avalon International Breads as New Customer Offering

*Detroit-based artisanal bread company to provide coffee, ready-to-eat offerings at Meijer neighborhood market stores*

**GRAND RAPIDS, Mich.** – Rivertown Market in Detroit and Woodward Corner Market in Royal Oak will soon offer a new dining option for their customers with the opening of Avalon International Breads as a new tenant. The Detroit-based artisanal bread company will join the stores, which are operated by Meijer, in the coming weeks, offering coffee, fresh sandwiches and a variety of grab-and-go food items.

“We are very pleased to continue our focus on providing fresh and local offerings to customers at Rivertown and Woodward Corner,” said Justin Stricklen, Vice President of Market Format stores for Meijer. “Avalon is truly a Detroit success story and being able to provide our customers with such a fresh and delicious dining option is truly a win.”

Avalon International Breads began in June 1997 in a converted storefront in Detroit’s Cass Corridor. Since then, the woman-owned company has grown to three cafes in southeastern Michigan, serving a variety of fresh foods, as well as a burgeoning catering business and wholesale operation.

“We are thrilled to partner with another great Michigan-based business and bring Avalon’s tradition of delicious food, warm service, and our legendary sea salt chocolate chip cookies, to the patrons of Meijer,” Owner Jackie Victor said. “We are equally excited to share our triple bottom lines – Earth. Community. Employees. – with these communities as we continue our 25-year mission of “Eat Well. Do Good.”

In addition to robust coffee bar offerings, Avalon will feature freshly baked breads, sweets, vegan treats and expanded breakfast and lunch offerings and catering options.

Avalon has been a vendor for both markets since they opened, selling artisan breads and packaged cookies – all featuring 100 percent organic flour.

**About Meijer:** Meijer is a Grand Rapids, Mich.-based retailer that operates 499 supercenters, neighborhood markets and Express locations 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](http://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](https://www.facebook.com/meijer).

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