

## For Immediate Release

### **Westborn Market Adjusts to Tough Economic Conditions without Sacrificing Quality**

*Working with vendors to slash prices on many kitchen staples*

**DEARBORN, Mich.** (March 16, 2009) – Proactive, decisive, fair and caring are all ways to describe Westborn Market’s approach to handling the tight economic conditions currently facing customers of this independent gourmet grocer.

Giving customers good food at a fair price has been the core of Westborn Market’s philosophy for nearly half a century, according to Mark Anusbigian, president of the family-owned business.

“We’ll never sacrifice quality in the items we sell or the way we deliver our products to market, but we are seeking the best possible prices from our vendors, taking advantage of manufacturer sales and slashing prices on many kitchen staples—offering them below cost when necessary,” said Anusbigian, whose family has demonstrated a strong commitment to the local community.

Examples of cost cutting range from produce to the deli to the floral department. Extra large eggs are \$0.89 a dozen; milk is \$4 for two gallons; fresh jumbo green grapes are \$0.99 a pound; deluxe ham has been reduced from \$9.99 to \$7.99 a pound; and short stem roses are only \$7.99 a dozen.

“Some of these prices are the same that you’ll find at the big box stores, but you’re not getting the same quality with them,” said Anthony Anusbigian, who oversees Westborn Market’s purchasing and pricing strategy. “We’re at the Detroit produce terminal every morning around 4 a.m. to literally hand pick each item that ends up on a truck and is delivered to our stores.”

Not new to Westborn Market is the grocer’s 100% satisfaction guarantee policy on all produce, allowing customers to replace returned items with no questions asked.

To ensure customers know about weekly savings, Westborn Market has launched the “Red Truck Sale” and “Back to the Basics” programs to help people easily shop for household items priced at cost or even below cost.

“We have always regarded our customers as friends,” added Mark Anusbigian. “There’s never been a better opportunity than during these difficult times to provide excellent quality foods at a great value.”

Westborn Market has stores in Dearborn, Berkley and Livonia. Regular business hours are 9 a.m. to 9 p.m. Monday through Friday, 8 a.m. to 9 p.m. on Saturday, and 8 a.m. to 7 p.m. on Sunday. Location information and store specials are available at [www.westbornmarket.com](http://www.westbornmarket.com) or by calling 313-274-6100.

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