



(Douglaston, NY – November 17, 2011) Fairway Market (www.fairwaymarket.com), the Manhattan-based supermarket, which also has locations in Brooklyn, Stamford, Conn., Paramus, NJ, Long Island and Pelham Manor, NY, hired more than 450 people and gave the community a new food shopping experience when the store opened its doors on November 16, 2011, in the Douglaston Plaza Shopping Center (242-02 61st Avenue).

Hundreds lined up for hours for the highly anticipated opening. They came for the amazing give-aways, unprecedented opening week grocery specials, and music from the Benjamin Cardozo High School Band. They came for the ribbon-cutting ceremony featuring Mayor Michael Bloomberg,

Barry Grodenchick, Deputy Borough President of Queens; Marty Markowitz, Borough President of Brooklyn; State Senators Tony Avella and Toby Ann Stavisky; Jerry Iannece, President of Community Board 11; as well as Charles Santoro, Chairman of Fairway and CEO of Sterling Investment Partners, the majority equity partner in Fairway; and Howie Glickberg, Fairway CEO and third generation member of the founding family in the company's leadership.

The Mayor and all the elected officials who attended the ribbon-cutting ceremony marveled at the 56,000 square-foot store and the enormous selection of food from around the world.

"Beef from Australia, tomatoes from southern Italy, coffee beans from the Dominican Republic, salmon from Alaska – not to mention 600 kinds of cheese," said the Mayor at the grand opening.

"I think it's an example of what's going on in the city," he added. "They're willing to open, they're willing to expand and willing to hire."

Fairway brings an unparalleled combination of specialty, organic and traditional foodstuffs at great every day value to Northeast Queens. The store, which is the ninth for the iconic company and the first in the city's largest borough, is located in the Douglaston Plaza Shopping Center on the Lower Level (just off the Long Island Expressway at Douglaston Parkway).

"The opening of this store brings the finest selection of foods for every appetite and budget," said Santoro. "We are also very pleased to have created more than 400 new jobs in a difficult economy. With the opening of our ninth store and over the past three years we have added more than 2,500 new jobs in the tri-state region."

In January 2007, Sterling Investment Partners, a Westport, CT middle market private equity firm, acquired a majority stake in Fairway Market and committed to substantially expanding the company. Since that time, Fairway has grown rapidly, opening six more Fairway locations and two Wine & Spirits stores. Fairway expects to continue to open several stores per year for the foreseeable future.

Fairway was founded nearly 80 years ago by Nathan Glickberg, who opened a fruit and vegetable stand where the flagship Broadway store in Manhattan is still located. Howie Glickberg, Chief Executive Officer of Fairway and grandson of the founder, remains an active leader in Fairway.

"We've added a whole new food dimension to Douglaston and we're confident shoppers will be impressed by what we have to offer, from the large array of food and groceries to the expertise we bring to all areas of the fresh product," said Howie Glickberg. "Our people are the best; from our butchers and bakers to our cheesemongers, produce and seafood experts, they all share a passion for what they do."

Upon entering the Douglaston Fairway, you will see floor to ceiling displays of fruits and vegetables, which include a wide array of organic produce, as well as fresh produce from across the U.S. (many of which are locally sourced) and exotic items. The store has a full bakery, which is also kosher, and will tempt all with its artisanal breads and NYC-style bagels that are made daily on the premises.



The seafood department features a full selection of fillets of fish and shellfish stacked high. In the meat department, shoppers can experience the service of getting the best cuts of beef trimmed to their specifications, and there's a large selection of pre-cut, OU-certified red meat, as well as fresh, kosher poultry.

The master coffee purveyors roast coffee beans from around the world. The deli and appetizing section provide a selection of pickled and cured foods, including more than 70 kinds of freshly bathed and marinated olives, as well as a number of smoked salmon options, including Fairway's traditionally made, house-smoked salmon. And of course, there is Fairway's renowned assortment of more than 600 fine cheeses, as well as a special station where mozzarella is made and hand pulled right in the store for all to see.

Fairway Douglaston has alcoves for organic and specialty items which are set apart from the more than 45,000 items in the roomy aisles. Shoppers will also find a full line of gluten-free products, more than 100 varieties of olive oils, and an ever expanding number of organic and natural health and beauty aids.

The new Fairway has one of its famous cafés offering sandwiches, sushi, salads, and dozens of hot foods prepared fresh in Fairway's kitchen. The public can expect food tastings, demos, book signings and other great events to take place in the café.

Herb Reutsch, President of Fairway, is among those responsible for making each store a marriage of the best management and leadership practices, an exceptional food expertise, and a commitment to corporate responsibility. This dynamic combination has made Fairway one of the highest grossing supermarkets per square foot in the country.

"We're proud to offer a shopping experience that is unparalleled," said Reutsch. "This is credit in large measure to each and every one of the thousands of Fairway staff members who are passionate about the vast array of artisanal and traditional food and groceries we offer and are dedicated to the highest quality customer service." He adds: "We are equally proud that we impact the communities in which we are located. When we say we are 'Like No Other Market,' it is also because we are committed to being good neighbors and good citizens."

Fairway is open from 8 a.m. to 11 p.m., seven days a week. For more information, visit www.fairwaymarket.com or call 718 423 2100.