



Throng of Shoppers Welcome Fairway Market to Pelham Manor

Westchester County Executive Rob Astorino and Pelham Manor Mayor Joseph C. Hayes, Jr. join Howie Glickberg, CEO of Fairway, in Ribbon Cutting Ceremony for Largest Fairway to Date and First in the County.

(Pelham Manor, NY)-April 15, 2010: It looked like a casting call for "American Idol." Indeed, nearly a thousand early risers began lining up about two hours early yesterday morning (April 14) for the Grand Opening of the new Fairway Market in Pelham Manor.

They came for the amazing giveaways; unprecedented opening week grocery specials; music from the Irvington High School Marching Band (the alma mater of Dan Glickberg, the fourth generation of his family to serve in the leadership of the company founded by his great grandfather) and from the Westchester Philharmonic; and a ribbon cutting ceremony, featuring Westchester County Executive Rob Astorino, Pelham Manor Mayor Joseph C. Hayes, Jr., representatives from the Office of Governor Paterson and the Empire State Development Corporation, and Westchester and Pelham Manor legislators, along with Dan Glickberg and his father Howie Glickberg, a longtime Westchester resident, the company's CEO and the third generation of the family at the helm, and Charles Santoro, CEO of Sterling Investment Partners, an equity partner of the company.

But mostly they came for Fairway's unparalleled combination of specialty and traditional foodstuffs from around the world aggressively priced below competitors. As its slogan reads, it is "Like No Other Market." The 75,000 square foot gastronomic temple, the sixth and largest Fairway and the first in the home county of the founding family, is located at 847 Pelham Parkway, in the Post Road Plaza Shopping Center at the intersection of Boston Post Road (US1) and Pelham Parkway. It is a fusion of the best specialty stores with the services of the neighborhood corner butcher, baker, cheese shop and fishmonger; the freshness and variety of the produce stand, farmer's market or seafood market; the organics shop; and the convenience of conventional groceries – all in one place.

In their remarks, both Astorino and Hayes saluted Fairway for the company's vision of expansion and jobs creation, noting that the new store will serve as a gateway and a magnet to other retailers, as well as a sterling affirmation that the area is open for business. They also pointed out that they and their families look forward to shopping at the magnificent market.

"I welcome the opportunity to provide jobs to some 400 local residents and to bring vast culinary choices, a wholesale to the public concept, and unparalleled amenities to the residents in and around Westchester," said Howie Glickberg. "I am particularly excited to have a Fairway in Westchester County where I have lived for more than 30 years."

Santoro echoed this sentiment, expressing certainty that the public will embrace this exceptional food market. "So many people in Westchester are familiar with Fairway from working or living in Manhattan and have expressed their delight that we've made it to the area," he said. "Our goal is to make Fairway as iconic a supermarket here as it is in New York."

Fairway has the largest selection and highest quality of fish, meats, baked goods, fruit, vegetables, cheeses, coffees, kosher groceries, and gourmet and organic foods priced well below its competitors, thanks to a policy of buying directly from the farmers and producers, which eliminates the middle man and translates into huge savings for the consumer.

Upon first entering Fairway, floor to ceiling displays of fruits and vegetables – the store's heart and soul – abound in a section that includes organic and regular produce. Continuing past the Produce department is a full production made-from-scratch Bakery with fresh rolls, bagels, baguettes, bread and a wide selection of pastries, cakes, pies and kosher baked goods.

Next are the Deli, Appetizing and Cheese departments, which are signature elements of Fairway. The huge variety of kitchen prepared foods, sides and main dishes, and smoked and cured meats from all areas of the globe is irresistible. As for cheese, Fairway reigns supreme. The store's legendary cheese purveyors scan the globe to offer shoppers 350 varieties of the finest artisanal cheeses. Also across from the Deli is the unique Olive Bar, with more than two dozen olives dressed and ready to go each day.



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The Seafood department is reminiscent of old-style fishmongers, offering the freshest varieties right off the boat packed in ice and on display. The Meat department is a full butcher shop where customized orders are a specialty and a full-time Kosher butcher is on-site. From ground beef to Porterhouse steak, no store has a finer or fresher selection than Fairway. In addition, Fairway has pioneered organic beef from Australia, organic pork from Quebec, veal pastrami, high-end Kosher meat and poultry, and more.

Master coffee roasters roast coffee beans from all over the world on the premises. There is a hand-pulled mozzarella station within the Cheese department. Immaculate aisles are filled with top-brand groceries and in-store amenities include a huge organics and naturals section, an expansive catering business, an olive oil dipping station and a 60-seat Café serving delicious fresh meals, sandwiches, Paninis, pizzas chopped salads, burritos and sushi.

Specialty foods, many exclusive to Fairway, are always available and always changing. French garlic, sweet onions, roasted almond oil, gray shallots, Perigord chocolates, preserved lemons, sherry vinegar, prawn chips from Hamburg, Medjool dates, Belberry Royal Marmelades represent just a sampling of the outstanding foodstuffs that simply cannot be found anywhere else.

Dan Glickberg's remarks to the public at the opening summed up the Fairway Market philosophy. "What's most important is that today is about you, our customers, and bringing great food to Pelham Manor and Westchester County," said Glickberg. "When you are inside you will see foodstuffs that you have never seen before. You will experience flavors that you did not know existed. Take your time, take it all in, and don't be afraid to stop Howie or myself and let us know what you think. This is your store too."

For more information on Fairway Market Pelham Manor please go to www.fairwaymarket.com or call 914.712.0011.