

## PRESS RELEASE – FOR IMMEDIATE RELEASE **Atkins Farms – Your Local Market Grand Opening Celebration**

*Amherst, MA* – Atkins Farms invites you, in conjunction with The Mill District and Amherst Area Chamber of Commerce to join us on Saturday, September 12<sup>th</sup> 2015 for the GRAND OPENING CELEBRATION of our satellite store at 113 Cows Rd., North Amherst in the Mill District from noon – 3 p.m.

A ribbon cutting ceremony will take place at 1 p.m. with the Atkins Owners and the Amherst Area Chamber of Commerce. Food and beverage tastings will be provided by Atkins Farms, Maple Valley Ice Cream, Mapleline Farm, Ooma Tesoro's Marinara, Stonewall Kitchen, Blue Seal Kielbasa, Tea Guys, and Rao's Coffee! There will be Free Apples and Atkins Spring Water (while supplies last), a raffle to benefit the Amherst Survival Center, a local balloon animal artist, hula hooping fun with Hoop Joy, Joan Holliday, from WRSI - The River 93.9 will have games, fun prizes, and giveaways from the radio station, and anyone who comes dressed up as their favorite farm animal or fruit/vegetable will receive a free Famous Atkins Cider Donut (while supplies last). The Mill District will be hosting a Touch-a-Truck event for families and horse drawn wagon rides by Muddy Brook Farm and more!

This event is free and open to the public. The first Atkins retail store was opened in June of 1962 by Howard Atkins. Afraid that no one would show up for the opening day, Howard appointed his wife, Ruth, to oversee the opening while he busied himself packing apples at the storage facility. The opening was a success and Howard was kept busy that day sorting peaches and apples for the retail business.

The Atkins business has grown and changed substantially since the opening day of our flagship store in South Amherst in 1962. One notion that remains, and always will, is Atkins' commitment to the surrounding communities and local marketplace.

On May 29<sup>th</sup> 1971, Howard Atkins observed a moment to reflect upon his favorite time of the year, the apple blossoming: "After years of planning, and many hard working days for our men – whether it is in the cold, heat, wind or rain – we now can see signs of the beginning of a sweet promise of what is to come. As you would select with care a favorite bush for a prominent spot on your property and then plant it, feed it, water it, shape it and protect it in the winter, you anxiously watch for new signs of life and are pleased when you know it will survive."

Atkins would like to thank local businesses and customers for their support. See for yourself – the *new* beginning - of a sweet promise of what is to come.

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### **About Atkins Farms Country Market**

Atkins Farms flagship store is located at 1150 West Street, South Amherst, MA 01002. A satellite store featuring the "best of" is located at 113 Cows Road, North Amherst, MA 01059. Atkins' large seasonal local produce section features our own peaches in late August, varieties of our own apples picked August through November, and many other local treats from neighboring farms. The Specialty Foods and Candy Departments contain products for every taste. The Deli offers an array of salads, sandwiches, soups and catering! The Meat and Seafood Departments have something for everyone and our butchers are here to answer your questions. The Bakery Department has a variety of treats for breakfast or dessert – made from scratch! Atkins also carries a wide selection of specialty beers and wine including seasonal options. In need of a gift or flowers - Atkins Floral and Gift Departments have you covered, whether it is a special occasion or a simple get well wish. So stop by for a visit, enjoy a cup of Atkins own cider and a cider donut, and find out exactly why the apple really is...just the beginning.

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