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Blue Spruce Market Celebrates Two Years

Evergreen Store Attributes Success and Discovers Business Surprises

Evergreen, CO – May 20, 2008 – Blue Spruce Market, now considered a “staple” as Evergreen’s specialty and prepared food market, is hosting a myriad of activities and events June 4-7th, 2008 to mark their two year anniversary serving the Foothills community. In-store tastings and educational demonstrations will showcase the array of fine natural meats, seafood, cheeses, sauces and prepared foods that the market specializes in.

The four-day series of events offers something for everyone: staff and guest vendors will demonstrate, and educate shoppers, all based on the store’s motto: *Inspired Eating, Every Day*. Representatives from the store’s food suppliers -- such as European Imports, Italco Food Products, and Callicrate Beef – will be on site offering demonstrations and tasty samples. The celebration kicks off June 4th with a day of free samples, birthday cake and local author and business-owner Gail Riley making her Signature Trifle. The following days feature events such as tips on selecting oil and vinegar, gourmet chocolate, a community mixer, a summer grilling class and guest ‘foodies’ showing off their culinary prowess.

“The last two years have surpassed our expectations. We are incredibly thankful to the Evergreen community for embracing Blue Spruce and supporting us as we brought our business dream to reality,” said Blue Spruce Market Owner Carol Miller. “Our two-year anniversary is a celebration for and with our customers.” What do they owe their customer loyalty to? “We are able to adjust to our customers’ needs. We recognize that they want personalized service and superior products; we make that priority #1 in all aspects of the business.”

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Blue Spruce Market is thriving despite being in an economy that is inhospitable to launching a new retail business. While statistics vary by source, one stays constant: virtually half of all small businesses fail within the first two years. Owners Carol and Seth Miller attribute several factors, in addition to a wonderfully loyal customer base, to their success thus far: careful planning, making customer service a priority and bringing superior quality foods to the table. In addition, Blue Spruce Market offers a mix of not just foods, but services such as cooking classes, catering, demonstrations and providing the store for private events.

Blue Spruce Market has seen a steady increase in business since opening in June 2006. The number of customers in the store is an important measurement to their success. Customer visits have risen by approximately 40 percent; and the store has seen monthly sales increase by approximately 50% in a 12-month cycle.

Lots of prudent planning can still give way to surprise, and the market has experienced several during the first two years. The Millers are pleasantly surprised that their lunch business has been wildly successful, and that interest in cooking classes and demonstrations has been much higher than originally anticipated. Classes routinely sell out while demand continues to grow.

This is an interesting time for a gourmet specialty food market. As the eco-living movement continues to evolve, coupled with concerns over the practices of the meat packing industry, the trend of buying locally is becoming more and more regular for Blue Spruce Market customers. Whether concerns come from issues of health, nutrients, food safety, the humane treatment of animals, or even superior taste, consumers want to get closer to their meat sources.

“Labels like ‘organic’, ‘natural’ or ‘cage free’ can imply different things”, says Owner Seth Miller. “We’re finding that buying directly from farmers or ranchers – or as close to it as possible – gives us a much better understanding of where our food originates.” Despite a volatile economy, and overall consumer spending decreasing, demand for meat coming from small ranchers and meat producers is growing. People want a local connection to their food, and Blue Spruce Market provides that through local suppliers such as meat purveyors Ranch Foods Direct, Cedar Springs Lamb; bakers Grateful Bread Company and specialty baking mixes from Evergreen Helping Hands. Local biscotti baker, Bella Bites, now bakes the store’s hand-made biscotti in-house. The chefs make all the store’s prepared food, using local and seasonal ingredients whenever possible -- they are happy to share exactly what is in each dish.

Blue Spruce Market’s product mix includes natural beef, poultry, pork, and lamb as well as seafood; domestic and imported cheeses; unique sauces, beverages; seasoning blends; baked breads and desserts; and specialty house wares. Pre-prepared meals including entrées such as elk tenderloin with blackberry chutney or vodka-poached salmon, side dishes, salads and desserts enable customers to answer that gnawing question “*What’s for Dinner Tonight?*” as soon as they enter the market. Blue Spruce Market has daily specials during the week, as well made-to-order sandwiches and gourmet salad bar. The market hosts cooking demonstrations and evening classes ranging from basic soups and stocks to holiday recipe planning.

Blue Spruce Market is open Monday-Friday, 10:00 a.m. to 7:00 p.m. and Saturdays 10:00 to 5:00 pm. The store is closed Sundays. Visit them online at www.bluesprucemarket.com

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Activity Schedule: Blue Spruce Market Turns 2!

A Salute To The Market That Inspires Eating Every Day

Wednesday 6/4/08

All Day Store-wide food samples, discounts and promotions
 12-2pm HAPPY BIRTHDAY!
 Enjoy complimentary cake after lunch today
 5-6:30pm In the Kitchen with Gail Riley
 Local cookbook author and Highland Haven proprietor
 Gail Riley gives cooking demo and book signing.

Thursday 6/5/08

11-2 pm FREE Buffalo Tasting
 Try buffalo. Choose from beef or buffalo on Burger Day
 4-5:30pm Let's Talk/Eat Chocolate! (\$10 per person)
 Savor the experience of dark chocolate tasting with
 chocolate master, Ellen, of European Imports

Friday 6/6/08

10-12pm Olive Oils & Balsamics (\$10 per person)
 Our supplier of imported Italian aged vinegars and olive
 oils will teach you to taste and select your favorites
 4:00-7pm FREE Community Mixer
 Appetizers and a taste (or two) of Western Slope's
 Canyon Wind Cellars Wines.
 4:30-5:30pm Fish/Seafood demonstration courtesy of Seattle Fish
 5:30-7 pm Chef Alex entertains you with his culinary antics

Saturday 6/7/08

1:30-3 pm Banana Splits – Bring Your Parents! (\$5 per person)
 A tradition At Blue Spruce, Construct your own!
 2-4pm Callicrate Beef From Ranch Foods Direct
 Rancher/Activist Mike Callicrate gives tasty beef
 samples and discusses his "pasture to plate" protocol.
 5:30-8:30 pm The Art of Grilling Cooking Class (\$65 per person)
 Create a meal start to finish on the grill. Interactive,
 hands-on culinary event to kick-off the grilling season.

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