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FOR IMMEDIATE RELEASE

A Rosedale Tradition Since 1954, Summerhill Market Opens a Second Location and Celebrates its Grand Opening September 21st – 24th, 2011



TORONTO – August 23, 2011: A family-run business and local institution in the Rosedale neighbourhood for more than 55 years, **Summerhill Market** opened a second location further North on Mount Pleasant Road in June 2011.

“As a smaller market than our flagship store on Summerhill Avenue, the new location offers the best of **Summerhill Market** – the wholesome homemade items and hard-to-find products our customers rely on us for,” said **Brad McMullen**, co-owner and youngest grandson of **Frank McMullen**, **Summerhill Market**’s original owner.

The Rosedale location underwent a major expansion in 2006 and is now running at capacity; the store has full-time staff directing customer traffic in its 30-car parking lot and runs its cooking facilities 20 hours daily to keep up with customer demand.

The new **Summerhill Market** location took over the existing **Sherwood Market**, a smaller local grocery store previously owned by **Brad McMullen**’s uncle, **Wayne McMullen**.

Summerhill Market has developed a unique offering of more than 800 items made daily in-house, like lobster mac and cheese, jambalaya, prime rib stew, Osso Bucco and honey ham to name a few.

(more)

“You could make these things at home, but why would you? We go to extraordinary lengths to ensure that no corners are cut and no ingredients are compromised. One small example is how we slow roast and braise bones for five hours, so we can strain the jus for a base sauce for just one item,” said **Brad McMullen**.

Of course, the new Mount Pleasant Road location will also offer exceptionally fresh meats, seafood, cheese, produce and pastry items, as well as every day essentials.

Summerhill Market is a neighbourhood extension of your own kitchen, providing beautiful, wholesome, delicious food that’s affordable, travels well and allows customers to spend more time with family and friends. Always sourcing the very best ingredients and products – no matter how difficult they may be to track down – **Summerhill Market** makes the every day extraordinary.

For more information, please visit: www.summerhillmarket.com.

Available for interviews: **Brad McMullen**, Co-Owner, **Summerhill Market**.