



# Press Release

## **Fresh Coast Market honored with prestigious National Award!**

Fresh Coast Market awarded Boar's Head® Market of Distinction® Award!

**Traverse City, Michigan, June 14, 2021:** This past week, Dave & Jen Sears, owners of Fresh Coast Market, were honored to receive the Boar's Head Market of Distinction® national award. Boar's Head Brand® is the premier provider of premium meats, cheeses, and other fine crafted foods in the US. The Market of Distinction award began in 2001 and has only been awarded 38 times in the last 20 years. Fresh Coast Market becomes the 39<sup>th</sup> market in the US, and the 3<sup>rd</sup> in the Midwest, to receive this honor.

Boar's Head Brand released a statement saying: "We are proud to recognize Fresh Coast Market as a MARKET OF DISTINCTION award winner. This award is the highest recognition that a market can receive. The Boar's Head MARKET OF DISTINCTION award is given to only a handful of independent retailers to recognize and promote standards that epitomize the successful relationships between independent retailers and their independent Local Purveyors.



This award honors and acknowledges both the Local Purveyor and the retail store owner as the "Best of the Best," and showcases their commitment to the Boar's Head Brand. As a MARKET OF DISTINCTION award winner, Fresh Coast Market also reflects the community in which it operates, and Boar's Head Brand is happy to recognize it for the service and welcoming environment that it provides consumers."

Jeff Schwartz, the Boar's Head Local Purveyor who services Fresh Coast Market, said that "Dave, Jen and their team at the store have been a valued partner with Boar's Head Brand and have exceeded our expectations. Their innovation and dedication, combined with a passion for quality and exceptional customer service, are aligned with our "Compromise Elsewhere" service model. Each customer receives an "experience" while shopping at Fresh Coast Market, and the store's cleanliness, high quality products, and exceptional service make Fresh Coast Market a top influencer in the growing Michigan market."

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We invite you to join us on Thursday July 22 & Friday July 23 for a two-day community celebration recognizing the MARKET OF DISTINCTION award to Fresh Coast Market. We will have lots of fun, family-friendly activities for kids of all ages as well as free Boar's Head hot dogs and lots of other samples! Come join us to celebrate this great news for our community!



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