



## **FOR IMMEDIATE RELEASE**

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### **Fresh Coast Market Under New Ownership, Ready to Elevate the Local Experience**

**Traverse City, MI – December, 2024** – Fresh Coast Market, a beloved grocery and specialty market in the Traverse City and Long Lake area, is excited to announce that it is now under new ownership. Scott and Jennifer McDaniel, new residents of Traverse City, are thrilled to take the reins and continue the legacy of this community staple. Known for its commitment to quality, convenience, and selection, Fresh Coast Market is ready to raise the bar with a fresh approach to service, local partnerships, and an even more exceptional shopping experience.

Scott McDaniel, who has over 25 years of experience in the beverage and service industry, most recently ran a luxury automotive retail business in Lansing, MI. He's eager to bring that same level of excellence to Fresh Coast Market. "It all starts with the team," says McDaniel. "Our team thrives on creating an exceptional experience for our guests. From our amazing locally sourced Higher Grounds coffee to our made-to-order, award-winning Boar's Head sandwiches, Fresh Coast Market offers a unique and exciting experience for our customers."

Jennifer McDaniel, a kindergarten teacher at the Leland Public School, will continue her teaching career while Scott focuses on the daily operations of Fresh Coast Market. The couple's passion for community and service is what drew them to Traverse City and motivated their purchase of the market. "We found Fresh Coast Market to be a warm, welcoming community establishment that shares our values of service, quality, and family," Scott adds.

Fresh Coast Market is committed to supporting local Michigan producers, with over 130 suppliers that offer an outstanding selection of products. The market proudly features world-class items like Moomers Ice Cream (with a new expanded selection of 54 flavors), 9 Bean Rows bread from Suttons Bay, Tillie's Tafel from Petoskey, and fresh, homemade cookies from their own bakery department. The market also partners with Gallagher's Centennial Farm, which uses regenerative farming practices to provide exceptional beef and pork products.

“We want every visit to Fresh Coast Market to be an experience worth remembering,” Scott says. “We’re focused on creating a ‘WOW’ factor for our guests, whether it’s through our locally sourced gourmet coffee, premium deli selections, or unique product offerings.”

### **What’s Fresh at the Market?**

Fresh Coast Market is continuously evolving to meet the needs of the community and enhance the shopping experience. Some exciting updates include:

- **Full-service gourmet coffee shop** featuring Higher Grounds Coffee, a Traverse City favorite
- **Online ordering** for deli and coffee shop items, with convenient curbside pickup options
- Expanded grocery offerings with a focus on **healthy, high-quality foods** (including organic, natural, dairy-free, and gluten-free products)
- **Boar’s Head Provisions** featuring premium deli meats and cheeses
- Competitive **beer, wine, and liquor prices**, with an expanded bourbon selection (over 60 varieties of whiskey and bourbon!)
- **Newly enhanced beer cave** with a greater selection of craft beers and chilled wines
- **Fine cigars** now available
- Expanded **gift section** featuring M22 products, locally sourced candles, books, and apparel

In addition to these exciting changes, Fresh Coast Market is continuing its tradition of community involvement. To spread holiday cheer, **Santa Claus** will be visiting the market on **December 11th from 4:30 to 7:30 PM**. Families are invited to bring the kids to talk to Santa, snap a commemorative photo, and enjoy sweet treats and refreshments. It’s sure to be a magical evening for families in the community.

### **About Fresh Coast Market**

Fresh Coast Market is a locally owned grocery, specialty market, and deli located in the Traverse City and Long Lake area. Known for its commitment to quality products, exceptional customer service, and a warm, family-friendly atmosphere, Fresh Coast Market is proud to support Michigan producers and offer a curated selection of gourmet and everyday items. From a full-service coffee shop to a premium deli counter, Fresh Coast Market is a place where the community comes together to enjoy the best of what Michigan has to offer.

For more information, visit [www.freshcoastmarket.com](http://www.freshcoastmarket.com) or follow us on social media for updates and special offers.

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