



**Media Advisory**

Office of Economic Development

**For Immediate Release**

August 19, 2013

**Contacts**

Beth Krauss, Public Relations Coordinator, Whole Foods Market  
(510) 612-9209; [beth.krauss@wholefoods.com](mailto:beth.krauss@wholefoods.com)

Cara Douglas, Business Communications Manager, City of San Jose  
(408) 535-8168; [cara.douglas@sanjoseca.gov](mailto:cara.douglas@sanjoseca.gov)

**San Jose welcomes new Whole Foods Market store**

*New energy-efficient store to feature rooftop microbrewery*

**SAN JOSE, Calif.** – Whole Foods Market will debut innovative store concepts, including a self-sufficient energy system and a 6,000 square foot roof-top microbrewery, when it breaks ground for its new store along The Alameda in San Jose on Wednesday, August 21 at 11 a.m. The store is scheduled to open in the summer of 2014.

“We are delighted that Whole Foods Market has chosen to open another store in San Jose,” Mayor Chuck Reed said. “This new market will be a wonderful addition to The Alameda neighborhood business district and nearby residents are already eagerly awaiting next summer’s grand opening. I thank Whole Foods Market for its ongoing investments in San Jose and for helping meet our community’s growing demand for fresh food and all-natural products.”

**When:** Wednesday, August 21  
11:00 a.m.

**Where:** 700 The Alameda  
San Jose, CA 95126

**Speakers:** Rob Twyman, Whole Foods Market Northern California and Reno Regional President  
Councilmember Pierluigi Oliverio, City of San Jose  
Councilmember Sam Liccardo, City of San Jose  
Kim Welsh, San Jose Economic Development Director and Chief Strategist

“San Jose is home to a rich culture of innovators we look forward to welcoming with a vibrant and interactive shopping destination,” said Rob Twyman, Whole Foods Market Northern California and Reno Regional President. “Among other new features, we will offer a rooftop beer garden complete with seating and a fire pit so customers can relax and enjoy great conversation while tasting a microbrew made right on the premises.”

**About San Jose Office of Economic Development**

The San Jose Office of Economic Development is committed to a vital, competitive San Jose economy that increases prosperity for people and companies. OED guides the city's economic strategy, provides assistance for business success, connects employers with trained workers, and provides art and cultural resources to our community. For more information, go to [www.sjeconomy.com](http://www.sjeconomy.com).

###

*This media advisory is posted online at [www.sanjoseca.gov](http://www.sanjoseca.gov).*