



## News Release

FOR RELEASE: IMMEDIATELY

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### ***Remodeled Brookshire's in Bullard Celebrates Grand Opening, Launch of Curbside Service***

**TYLER, Texas, Jan. 9, 2019** – Brookshire Grocery Co. leaders and city officials gathered today for a ribbon-cutting ceremony to commemorate the grand opening of the remodeled Brookshire's store at 213 N. US Hwy. 69 in Bullard. Attendees also celebrated the launch of "Brookshire's CURBSIDE" online ordering with curbside pickup at the store. Several dignitaries including Bullard Mayor Pam Frederick addressed the crowd during the ceremony.

The renovated supermarket's new features include a fresh sushi bar, along with an expanded full-service meat and seafood counter now offering USDA Prime Certified Angus Beef®. The store boasts a modern design with new signage, paint, décor, flooring and energy-efficient LED lighting. In addition, the store's fuel center was updated to offer Diesel fuel.

"We are very proud to have been part of the Bullard community since 2003 and to celebrate the grand opening of this beautifully renovated store," said Brad Brookshire, Chairman and CEO for Brookshire Grocery Co. "Our mission is to create and deliver exceptional experiences and value, and we are thrilled to introduce these exciting new features for our customers."

"Brookshire's CURBSIDE" offers online ordering with curbside pickup at the Bullard location and other select stores. Customers can order, pay and schedule pick-up times at the store using the Brookshire's website and mobile app. Thousands of products are available, including fresh meats, local produce and Brookshire's brand products at the same prices as in the store. Customers with a registered Brookshire's Thank You Card can earn and redeem **yourpoints** on qualifying purchases using "Brookshire's CURBSIDE."

The store's personal shoppers fill customers' orders by selecting the freshest products available and carefully following any special instructions. Personal shoppers will text or call customers with any questions about their selections and to notify them when their order is ready for pick up. Orders are delivered to customers' cars at their scheduled pick-up time in the curbside parking area. Service hours are from 8 a.m. to 8 p.m. daily, with same-day service available.

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To place an order for pickup, customers can visit [brookshires.com](http://brookshires.com) or download the “Brookshire’s” mobile app, available in the App Store or Google Play. There is a service fee of \$4.95 for orders under \$50 and no fee for orders of \$50 or more. Customers can save \$10 on their first three “Brookshire’s CURBSIDE” online orders of \$50 or more by using the promotional code “CURBSIDE.”

“We are very excited to introduce the convenience of ‘Brookshire’s CURBSIDE’ for our customers in Bullard,” Brookshire said. “Our company is committed to providing exceptional service for customers shopping both in our stores and online. We truly serve as the customers’ personal shopper to ensure they receive the correct products at the highest quality.”

Brookshire’s also offers same-day home delivery through Instacart at the Bullard location and other select stores. For more information and a list of participating stores, customers can visit [brookshires.com/home-delivery#/.](http://brookshires.com/home-delivery#/)

The grand opening celebration will continue at the store with the introduction of the company’s “Big Grocery Cart” motorized shopping cart from 12– 5 p.m. on Jan. 19. The community is welcome to take photos with the “Big Grocery Cart,” which features a V8 engine and stands at approximately 13 feet tall and 8.5 feet wide.

Kiepersol will be at the store to offer wine sampling from 2– 6 p.m. on Jan. 16 and 17. Customers are also invited to meet the store’s market manager from 12– 5 p.m. on Jan. 19 and receive 25 percent off any USDA Prime Certified Angus Beef® steak all day with a Brookshire’s Thank You Card.

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**About BGC:** Brookshire Grocery Co. is a regional family grocery business that operates over 180 stores in three states – Texas, Louisiana and Arkansas – with three distribution centers. Known for friendly service, clean stores and strong community support, BGC has been in operation since 1928.

**BGC Mission:** Brookshire Grocery Co.’s mission is to create and deliver exceptional experiences and value to our customers through the W.T. Brookshire Way.

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