

The Market at Edgewood Celebrates 1 Year Anniversary

Savings and Activities Are Lined Up for The Palo Alto Community

PALO ALTO, CA -- The Market at Edgewood is celebrating a big milestone this Saturday, January 26: One year in business, since opening its doors last year.

To mark the occasion, the Mutlu family is holding what they're calling their "1 Year Birthday Bash" on Saturday, January 26. A one-day deal, and a host of experiences will be offered. Customers can get up \$15 off their purchase on Saturday (with coupon). Local food producers will be offering free samples of their products, like cheese and wine, accompanied by live music and BBQ, while kids get their faces painted. They're also offering free cupcakes to the first 100 customers. The activities are scheduled for 10am - 2pm.

"We're very excited to be celebrating this milestone," said co-owner Emel Mutlu. "We came to this neighborhood with a mission to bring Palo Alto the best selection of foods they'll love, listen to our customers, and build community. We've made real strides toward achieving these goals, and building vibrancy and flare in the neighborhood. We're very grateful for the growing support we're seeing."

Since opening in January 2018 (their soft opening was December 2017), The Market at Edgewood has quickly become a local rising star. Within their first year, they were voted as Favorite Bakery and Favorite Grocery Store on Nextdoor in 25 local neighborhoods. The market boasts rave reviews from regulars, who frequently talk about the selection and quality of its products, like their fresh produce and bakery. In-house products like their popular guacamole and from-scratch cakes have also made them a local destination for many. On the many 5-star reviews the market boasts online, a regular writes, "Love the selection of fresh fruits and vegetables here. The bakery is always brimming with jaw dropping desserts. Their dips are also top notch, always full of flavor and never bland. The store owners and employees are all super friendly and make sure their shoppers are taken care of."

Mutlu adds, "We know our footprint is a bit smaller than a typical grocery store, but we try really hard to listen closely to customers, and to have what they need -- even if that's not every brand under the sun. Customers also appreciate being able to discover something they haven't tried before - whether that's the best poke tuna they've tasted, or maybe an international delicacy which expands their food experience."

Over the past year, The Market at Edgewood has seen solid and steady growth. Mutlu says they're focused on doing more of what's working to continue that trend. Growth has been positive, but continued and growing support from the community is essential for long-term success. "Many of our regulars made a deliberate effort early on, to support us. Some have even made tweaks to their shopping habits -- and now we're their main shopping destination. We're focused on continuing that trend with even more customers, as we grow."

And to achieve that, they are listening closely. The family spends a lot of time on site at The Market, interacting with customers directly. "We're pretty much here every day," says Mutlu. "We each wear like 80 different hats, doing what needs to be done for the business, but what we value most is the time we spend directly with customers."

Going into its second year in business, The Market at Edgewood wants to build on what it started. "One year is a big deal for a small business, but the way we see it, we're just getting started," says Mutlu.

About The Market at Edgewood:

We're an independent, family-owned and operated market obsessed with bringing our community the best selection of foods they love. We hand-select our fresh, local produce and bring a selection of groceries that's as diverse as our Bay Area community, and offer quality meats, cheeses and an in-house scratch bakery. All with an emphasis on local, organic, and home-made whenever possible.