

FOR IMMEDIATE RELEASE

## Organic Garage Expands its Footprint with a New Store Opening in Liberty Village

*Opening this fall, Liberty Village is set to be the latest Toronto neighbourhood to welcome Organic Garage, the grocery store with a healthy conscience.*

**TORONTO, ON, September 13, 2018:** This October, one of Canada's leading independent organic grocery stores, [Organic Garage](#), is set to open their highly anticipated fourth location in the Greater Toronto Area. Servicing Toronto's bustling Liberty Village neighbourhood, the newest store is slated to open mid-October inside a historic 100-year-old building at [42 Hanna Avenue](#).

Founded in 2006 by fourth generation grocer, Matt Lurie, with the help of his mother and sister, Organic Garage opened their first store in Oakville, Ontario. The family owned and operated business is fulfilling the need for a one-stop shop offering a wide array of Certified Organic and all natural products at everyday affordable prices. With the opening of the Liberty Village location, Organic Garage will have four locations serving the GTA including stores in Oakville, Vaughan, and The Junction.

The newest location, in Liberty Village will continue Organic Garage's family legacy, operating with the same values that have set the company apart from its competitors, most notably their commitment to organic, fair trade, and sustainability.



*Liberty Village feature wall with Organic Garage's four store pillars*

Organic Garage is committed to providing healthier, organic food for less. The new location boasts a 100% dedicated Certified Organic produce department, as well as a large variety of grocery, dairy, bakery, meats, frozen foods, vitamins & supplements, health & beauty, and bulk food items. Organic Garage offers bulk olive oil and vinegar, spice, and tea, nut butter grinders, a reverse osmosis water machine, and 100 plus SKUs of bulk items. As part of their commitment to their Zero Waste program, all four Organic Garage locations offer battery recycling, a bring your own container program, and biodegradable plastic bags, straws and cups.

New to Organic Garage, the Liberty Village store is the first location to offer a Hand-Picked Partner Program which will introduce made-to-order, ready-made food and beverage options. New offerings will include a sustainable sushi take-out bar from Cali-Rolls, fresh juice bar from [Thrive Energy Lab](#) and kefir bar from [deKEFIR](#). The 13,000 plus square foot space will also feature an 11-tap draft station for kombucha, cold brewed coffee and other specialty beverages, as well as an Express Brew coffee kiosk. Like their store in [The Junction](#), the Liberty Village location will also include a self-service [teaBOT](#) kiosk, and salad bar with up to 20 different offerings.

“At Organic Garage, we believe that everyone should have access to eating healthy foods” says Matt Lurie, President and Founder of Organic Garage. “We pride ourselves on our ability to provide all organic and natural products at an affordable price and are proud to be bringing our truly unique and value-focused shopping experience to Liberty Village.”

Following in the footsteps of Organic Garage’s Junction District location, The Liberty Village space is situated inside a brick and beam building and features an original, design-forward interior. Organic Garage has carefully selected all of the design elements, inspired by the trendy Liberty Village neighbourhood that it now calls home. One of several special design features include multiple commissioned art pieces by a local graffiti artist. Organic Garage has also placed informational touchscreens, named after Matt’s paternal grandmother, ‘Rose’, throughout the store along with their VIK9000, Vitamin Information Kiosk, to enhance the customer shopping experience.



*Liberty Village commissioned graffiti art.*

On opening day, the first 100 customers will receive a free gift bag full of Organic Garage products with their purchase. More details about the official store opening will be announced soon.

### **About Organic Garage**

Organic Garage (TSX-V:OG) is a publicly traded grocery retailer offering a wide selection of healthy and natural products at everyday affordable prices. Founded in 2005 by a fourth-generation grocer, Organic Garage is headquartered in Toronto and operates a highly efficient supply chain through its centralized distribution center. The company is focused on continuing to expand its retail footprint within the Greater Toronto Area, now operating four store locations in Oakville, Vaughan, Toronto's Junction district, and the newest location in Liberty Village.

[Website](#) | [Instagram](#) | [Facebook](#) | [Twitter](#)

### **About Matt Lurie**

Matt Lurie has been a director and officer of Organic Garage since founding the company on December 7, 2005. Following employment in the grocery retail industry throughout high school and university, he saw an opportunity in the growing Subway brand and signed his first franchise agreement in Toronto at the age of 20. Matt became one of the youngest multi-unit Subway franchisees in Canada upon opening two additional restaurants over the following three year period. Matt opened the first Organic Garage location in 2006, following the success of a farmer's market he started under a tent in high park selling organic fruits and vegetables, which at the time were only available at select grocery stores for a significant premium compared to conventional produce. For the last 12+ years, Matt has overseen and managed the growth of the company, opening a 40,000 sq. ft. state-of-the-art centralized distribution facility in Etobicoke, along with several new store locations across the GTA.

For more information about Organic Garage, or to request an interview with Matt Lurie, please contact:

#### **Dean Harrison**

Senior Manager, Public Relations

416.574.5671

[dean@butterpr.ca](mailto:dean@butterpr.ca)