

DISTRICT MARKET, FEATURING ORGANIC AND LOCALLY-SOURCED PRODUCE, OPENS AT GRAND CENTRAL MARKET

LOS ANGELES (March 8, 2016) – The revitalization of Los Angeles' historic Grand Central Market continues with the opening today of produce purveyor District Market. Located across from the Market's central staircase, District Market will offer high quality produce at multiple price points with a wide selection of organic and locally-sourced fruit and vegetables.

District Market is the first retail collaboration between produce business veterans Michael Dodo, President and CEO of West Central Produce, and Fritz Stelter, Co-Founder and Executive Vice President of Field Fresh Foods, the region's top fruit and vegetable processing company.

"During the build-out of District Market, we've talked to Grand Central Market customers about what they want and the message is loud and clear that there's a great demand for more organic and fresh-from-the-farm produce," said Michael Dodo. "We're excited to bring the quality of fruit and vegetables people normally have to go out of their way to find at a weekend farmer's market to Grand Central Market everyday of the week."

District Market will offer a wide array of fresh fruits and vegetables as well as pre-packaged and cut fruits and vegetables, and a small assortment of dry goods and ingredients. Shoppers will find produce from such highly-respected growers as Babe Farms (Santa Maria), Blue Heron Farms (Fallbrook), Coke Farms (San Juan Bautista), County Line Harvest (Petaluma & Thermal), Frog Hollow Farm (Brentwood), J.J.'s Lone Daughter Ranch (Bryn Mawr), Kenter Canyon (Ventura), Mt. Meadow Mushrooms (Escondido), Suzie's Farm (San Diego), Tutti Frutti Farms (Lompoc) and Weiser Family Farms (Kern/San Bernardino) at District Market.

"People can count on District Market to be their source for what's best from local farms at any time," said Fritz Stelter. "And we're looking forward to connecting the people who shop and eat at Grand Central Market – people who are passionate and curious about food -- with the farmers who grow all the fantastic, seasonal produce we'll be carrying. We'll be having farmers come in to talk about their products and our own West Central farmer will visit every week to share information about what's in season, selection tips, recipes and more."

Also opening at Grand Central Market this week is Golden Road Brewing, which began serving its made-in-LA craft beers from 20 taps at its location on the Market's Hill Street Platform today. Other recent openings include Courage & Craft, a boutique wine, beer and spirits store; Knead & Co. Pasta + Market by Chef Bruce Kalman and Ramen Hood, an all-vegan ramen shop by Chef Ilan Hall. The Market is also preparing for the debut of Bar Moruno, a Spanish-themed wine bar. The ongoing revitalization of the iconic food arcade has garnered numerous media accolades including being named one of the "Hot 10" restaurants nationwide by Bon Appetit magazine in September 2014.

Celebrating the cuisines and cultures of Los Angeles since 1917, the historic Grand Central Market food arcade (between Broadway and Hill Street at the base of Angels Flight) is an unparalleled eating and shopping experience showcasing the best local chefs, culinary purveyors and entrepreneurs. For more information visit

www.grandcentralmarket.com and connect with us @GrandCentralMarketla or <https://www.facebook.com/GrandCentralMarket>.

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