



**MAYOR REDD, SENATOR NORCROSS, COUNCIL PRESIDENT MORAN & RAVITZ FAMILY ANNOUNCE PRICERITE SUPERMARKET COMING TO CAMDEN**

**CAMDEN, NJ (May 14, 2014)** – Mayor Dana L. Redd, Senator Donald Norcross, Council President Frank Moran and the Ravitz Family Markets announced today that PriceRite will expand its offering to New Jersey and has begun construction on its newest location, scheduled to open in the City of Camden this fall.

“I am proud to partner with the Ravitz family and PriceRite to bring yet another high quality supermarket in Camden,” Mayor Redd said. “I promised our residents access to fresh produce, meats and bakery goods and I am thrilled to be able to keep my word to them. Simply put, our Camden families deserve healthy food options and they will undoubtedly be getting this at PriceRite.”

While PriceRite stores have traditionally been a corporately owned brand, this new location will be owned by Ravitz Family Markets, which also plans to open a ShopRite store in Camden in 2016. The Ravitz family currently owns five ShopRite stores in Burlington and Camden Counties.

“My family and I are grateful to our new Camden neighbors for the opportunity to bring them not one but two brand new supermarkets,” said Jason Ravitz, vice president of retail operations for Ravitz Family Markets. “Expanding our commitment to the city of Camden with the addition of a PriceRite store is a natural next step for us as we work to provide the community with fresh food at great prices.”

Located at 2881 Mt. Ephraim Avenue, the 43,000 square foot, state-of-the-art PriceRite of Camden will bring more than 80 full- and part-time jobs to the community.

PriceRite’s mission is to provide customers with a “clean, fresh, and friendly” shopping experience every day. Also known for its unmatched value, PriceRite offers customers the same quality foods as traditional supermarkets at about half the price and with the convenience of warehouse club-style shopping without the membership fees or bulk-buying requirements.

“Last year’s announcement that Pathmark was closing brought the term ‘food desert’ home for too many Camden residents, taking away their only access to fresh produce,” said Senator Norcross. “Healthy nutrition and affordable options are critical to an individual’s well-being. The Ravitz family understands that and they acted quickly. Now we’re making lemon-aid out of lemons, with not one but two grocery stores coming to the city.”

“I am thankful to the Ravitz family for once again believing in Camden by opening their first of two supermarkets right here in our city,” Council President Moran said. “The opening of PriceRite will not only mean that our residents will have access to fresh and healthy foods, but also job opportunities in their own backyard.”

Also joining the Mayor today was Camden County Freeholder Director Louis Cappelli, Jr.; Councilman Dr. Luis Lopez; Councilman Arthur Barclay; Councilwoman Dana Burley; and Councilwoman Marilyn Torres.

PriceRite employs a self-service format that includes fresh produce delivered daily; packaged meats; baked goods; a variety of private label and national grocery brands; as well as dairy and frozen food products.

The new store will also feature some of the industry’s leading “green technologies,” including glass doors on dairy cases, and energy-efficient lighting and refrigeration throughout the store.

To further reduce costs and pass along those savings to customers, PriceRite does not advertise or publish a weekly circular. Customers are encouraged to use their own bags or to buy them as needed for 10¢ each, which benefits the environment while containing costs. By focusing on keeping operating costs low, PriceRite is proud to pass significant savings along to its customers.

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