



Farm Boy opens their 8th location in Toronto on November 4th, 2021

Dupont Street & Christie Street location marks Farm Boy's 42nd location in Ontario

Ottawa, ON (October 19th, 2021) – Ontario's fastest-growing local fresh food retailer, Farm Boy, announced today it will be opening its 42nd fresh market location on November 4th, 2021 in Toronto.

“We have received so much support from our Toronto customers over the years and we are thrilled to share that we are opening a new location on Dupont Street.” said Jean-Louis Bellemare, President and General Manager, Farm Boy. “Those visiting the new location can expect to see the same fresh market experience Torontonians have come to know and love – a wide variety of fresh and unique Farm Boy products, along with exceptional customer service.”

Located at 744 Dupont Street, the new 23,225 sq. ft. location will employ 135 people in the community and illustrate Farm Boy's 40 years of grocery retail experience and customer service excellence. The new store will feature a fresh grilling station, as well as a salad and hot bar, catering to customers' varying lifestyles and shopping needs. Additionally, the store's extensive grab-and-go selection will complement its renowned inventory of fresh produce, fine meat, and other Farm Boy private label grocery items.

Farm Boy currently operates 41 locations in Ontario and will open one more location in Ottawa by the end of 2021.

Highlights – what's in store at Farm Boy:

- Local farm-fresh produce with organic in-season products.
- Hundreds of Ontario fresh dairy, meat and grocery products.
- Hormone-free, organic beef, pork and chicken.
- 100% Canadian AAA beef, deeply marbled and aged a minimum of 14 days.
- Plenty of plant-based, vegan and vegetarian fresh foods.
- A hot bar, salad bar and grill station for outstanding eat on-the-go options.
- Hundreds of exclusive, popular Farm Boy private label products throughout the store.
- A wide variety of local farmstead, international, and Canadian cheeses.
- Reusable bag options to accommodate customers' shopping needs.

About Farm Boy Company Inc.

Farm Boy provides a unique and friendly, fresh-market shopping experience featuring signature farm-fresh produce, butcher quality meats, artisan cheese, fresh dairy and popular private label products. Farm Boy has grown from a small produce stand starting in Cornwall in 1981 to 41 stores located across Ontario with further expansion plans underway. For a full list of future store locations, please visit our website www.farmboy.ca/future-store-locations/

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