

Natural Grocers Opens a Second Location on Oracle

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Today, **Natural Grocers** opened up their second store in Tucson at 6320 N Oracle Road, next door to Bed Bath & Beyond at the corner of Orange Grove and Oracle Road. By 8:00 in morning before the store opened, a total of roughly sixty people were patiently waiting in a line that stretched from the doors of Natural Grocers all the way past the nearby Bed Bath and Beyond.

The **Mariachi Alegre** band was performing in front of the store, giving this ceremony a nice Tucson flair, and the weather was nice with dense cloud cover and a lightening storm occurring in the distance. After 8:00 am, the store management came out to have the ribbon cutting ceremony and then open up the store for the first time. The first 60 customers received mystery gift cards that ranged from \$5 to \$100 and everyone was offered free drinks.

The store filled up very fast and at first, the store seemed to resemble a Whole Foods or Sprouts store, with that tight homely feel with countless varieties of exotic foods and vitamins. However, that changed very quickly after interviewing some of the customers.

One of the customers named **Ann** said she was a frequent customer of Natural Grocers and that she was pleased about how close the location was. Before this location on Oracle opened, the only Natural Grocers in Tucson was located near the intersection of Kolb and Broadway, and for many potential Oro Valley and northwest Tucson customers, that is a great distance.

Susie Peterson, another customer, said this was her first time coming to a Natural Grocers store, and although she originally came just to get the discount coupons, she said she would definitely come again and that is was a very nice experience. **Milton Pratt** meanwhile said he enjoyed his first visit to Natural Grocers but his only issue was that he could not find where the meat was located.

Milton is also a customer at Sprouts as well but when asked how the two stores compare, he said he couldn't really tell a difference. **Nita** said that the comparison between the two stores was hard for her to make also but she did say she thought Natural Grocers had a better selection of vitamins and supplements than Sprouts does.

Jeremy Jones, the Marketing and Public Relations Director for Natural Grocers, stated the main difference between Natural Grocers and Sprouts is that they only offer organic produce, as opposed to Sprouts which offers both organic and non-organic produce. In addition, Natural Grocers has a nutrition health specialist in every single store and offers organic healthy alternatives for affordable prices.

According to their fliers, Natural Grocers was originally started in 1955 by Margaret and Philip Isley who had \$200 to spare in Colorado. Now, 60 years later, Natural Grocers boasts a total of 101 stores across about 17 states. When asked if Natural Grocers has any future plans for stores in the Tucson area, Jones said that they do plan to open a few more stores in Tucson although the times and locations have not yet been decided.

If you want to go: Natural Grocers are located at 6320 N Oracle Road in a plaza at the southeastern corner of Orange Grove and Oracle Road. Their hours are 8:00 am-9:00 pm on Mondays thru Saturdays while they close two hours earlier on Sundays