

Fresh St. Market to Open 11th Location in Vancouver's Hastings Sunrise

B.C.-owned grocer to bring fresh, local, community-focused food experience to East Vancouver in Fall 2027

DATE, 2026, xʷməθkʷəʔəm (Musqueam), Skw_xwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) traditional territory / Vancouver – Fresh St. Market today announced plans to open its 11th location at 2585 E. Hastings Street in Vancouver's Hastings-Sunrise neighbourhood in Fall 2027. Located in the Alba development, the new 21,452 sq. ft. store will bring Fresh St. Market's fresh food destinations, chef-inspired meals, local products, and community-first market experience to one of East Vancouver's most vibrant neighbourhoods.

"Hastings Sunrise has a deep sense of community and a strong appreciation for fresh, local food," said Palle Knudsen, Vice President, Retail Operations and Marketing at Fresh St. Market. "As our 11th location and third in Vancouver, this store reflects our continued commitment to creating welcoming food destinations that make everyday shopping easier, more inspiring, and more connected to B.C. producers."

Fresh Food, Local Products and Everyday Convenience

The Hastings Sunrise store will offer the full Fresh St. Market experience in a convenient neighbourhood format, with locally sourced produce, Certified Angus Beef, fresh seafood, bakery, deli, grocery essentials, and chef-inspired prepared foods. Customers will also find signature in-store destinations including freshly made sushi, Peak Donuts, hot-off-the-plate cookies, a burrito bar, carvery, an expanded hot bar, and dedicated seating areas for quick meals and casual gathering.

The new location is expected to create local employment opportunities and strengthen Fresh St. Market's partnerships with B.C. growers, producers, and suppliers, supporting the provincial food economy while giving East Vancouver customers more ways to shop fresh and local.

Community Commitment

The Hastings Sunrise store will also support Fresh St. Market's signature community programs. Through its partnership with FoodMesh, Fresh St. Market has helped redirect surplus edible food into the equivalent of nearly three million meals for charities and individuals across B.C. The store will also offer Borrow a Bag, a circular reusable bag program that allows customers to borrow a bag for a refundable \$2.99 deposit, return it after use, and have it laundered for reuse.

"We look forward to becoming part of the everyday rhythm of Hastings Sunrise," added Knudsen. "Our goal is to serve the neighbourhood with fresh food, friendly service, and a market experience that reflects the community around it."

About Fresh St. Market

Canadian family-owned, operated and based in British Columbia, Fresh St. Market offers a public market food and shopping experience inspired by top markets and eateries in North America. Inside its current and upcoming locations, customers will find a wide variety of locally sourced foods, fresh produce, a significant number of organic foods, specially curated foods and uniquely dedicated food destinations within the store. Current locations include Marine Drive in

West Vancouver; West 4th in Kitsilano; Vancouver House at Howe and Pacific in Vancouver; two Surrey locations in Fleetwood Village and Panorama Village; Whistler Village North; Aberdeen Mall in Kamloops; Walnut Grove in Langley; Lower Lonsdale in North Vancouver and soon coming to Richmond Centre. The Hastings Sunrise Fresh St. Market will be the grocer's 11th location. Additional Fresh St. Market stores are being planned in more B.C. communities.

www.freshstmarket.com

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