

Contact: Dave Sears
Fresh Coast Market
Phone 231-313-4688
Fax 231-922-7707
dave@freshcoast.market

7270 N Long Lake Road
Traverse City, MI 49685

Fresh Coast Market

Press Release

Fieldstone Market is Now Fresh Coast Market!

Fieldstone rebrands to focus on Michigan roots

Traverse City, Michigan, November 4, 2019: Fieldstone Market on Traverse City's west side opened their doors today as Fresh Coast Market! In 2017, Dave & Jen Sears purchased Fieldstone Market with a new vision for the Long Lake business. Dave states "after 2 years and over \$300,000 in



improvements and upgrades including a new coastal color theme for the store, our new vision is well under way. We have made significant improvements this year with hundreds of new items including our new dessert case and coffee shop! We have a lot more planned for the future to make Fresh Coast Market a destination in Traverse City! Our

investment is not only in the physical things on our property, but also in the people of our community. We have more than doubled our workforce since purchasing the business and added lots of great benefits and better pay to make Fresh Coast Market a great place to work. We also are working with the Disability Network of Northern Michigan to train and employ youth with disabilities. This program has been a huge success for us at Fresh Coast Market!"

Fresh Coast has also been heavily involved with giving back to our community through numerous schools and non-profits, primarily focusing on children and education. "We have people from all over the area, state and country comment regularly on how they wish that they had a Fresh Coast Market near them. What we have here in Long Lake is very special, states Dave."

The revitalization by the Sears, of this now popular specialty food store, began to create a greater separation from the previous party store/convenience store model. Over the last several months, strong positive feedback from customers made it clear that there was a need for new branding and a new name.

Since purchasing the business, Dave & Jen have had a passion to support local farmers and food manufacturers. Jen Sears states "Michigan is often referred to as the 'Fresh Coast' state and we wanted our branding to better reflect our passion to support our community". In their passion to support local merchants and farms, Dave & Jen turned to one of their former employees to help them with their new

For Immediate Release

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marketing strategy. Kelby VanBrocklin attended the Traverse Bay Area Career Tech Center last year, during her senior year of high school, and focused on graphic design. Now, as a student at NMC, the Sears asked Kelby to consider working with them to create their new marketing campaign. She eagerly agreed. Jen states “Kelby was so professional in this process. We have worked with marketing groups in the past and the work that Kelby did was seamless. She listened to our vision and created it perfectly! Our new logo focuses on our passion for everything Michigan.”

As part of this fresh vision for the business, Fresh Coast Market now has one of the largest selections of Michigan products anywhere in Northern Michigan with well over 110 Michigan brands and companies that they support. Some of those companies include Fustini’s, M-22, 9 Bean Rows, Cherry Republic, Friske Farms, Third Coast Bakery & Higher Grounds. They also support local, startup companies like Lucky Clover Flowers, Gabe’s Frozen Custard, Choice Beverage Company and their latest merchant, Shortie’s cookies and crackers of Traverse City.

Fresh Coast also has added other key brands like Hallmark, UPS Shipping, USPS postage stamps and drop off & Simara Health Lattes. Dave Sears states: “We have listened to what customers are driving into town to purchase and tried to bring many of those things to the Long Lake area for convenience. We also continue our focus on quality and healthy foods and drinks. The Simara Health Lattes have been a huge hit as we are on the only coffee shop in Michigan to offer these healthy lattes! We also continue to add more allergen friendly products, including a new line of gluten free sauces for our in-house baked gluten free chicken tender program and our gluten free pizzas.”

To celebrate the new name, Fresh Coast Market is launching their holiday lattes in their coffee shop today, including their famous Egnog Latte, Gingerbread Latte, & Peppermint Mochas. Fresh Coast Market is also expanding their Oatmeal bar by adding fresh fruit with almost a dozen healthy toppings for custom oatmeal and yogurt cups. Fresh Coast Market is open from 6:30am – 9:00pm, Monday through Friday and 7:00am - 9:00pm on Saturday and Sunday. They are located at 7270 North Long Lake Road in Traverse City. For more information, visit their website, <http://freshcoast.market>

