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## FOR IMMEDIATE RELEASE

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### **Lee's Marketplace to Build World's Largest Grape Display**

*Local grocer is "raisin" the bar to benefit store guests*

Logan, UT (August 22, 2011) – Lee's Marketplace in Logan is gathering nearly 38,000 pounds of Welch's® grapes to build the world's largest grape display. Set to debut on August 25 at 10:30 a.m., at the Logan location (555 East 1400 North), the delicious mountain of grapes will delight the senses, break a record and spotlight the health benefits of grapes. The display will use 1,981 cases of grapes in commemoration of Lee's opening in 1981. It will take six hours and at least a dozen people to build the massive display.

"We are very excited about this display," said Jonathan Badger, vice president, Lee's Marketplace. "Our team has had 'grape expectations' for some time and we look forward to 'squashing' the previous record."

It will take approximately 20 pallets of grapes, six hours and at least a dozen people to build the massive display. Welch's has been instrumental in supporting the store's efforts.

"When we heard about Lee's interest in building the world's largest display of grapes, we knew that Welch's grapes would be the perfect fit," said Kim Smith, southwest produce manager at C.H. Robinson. "Lee's Marketplace in Logan has always been a great supporter of the Welch's fresh grape program, and this event gave us a chance to give support back to the store and create an exciting event for their loyal customers."

Shoppers will enjoy the fruits of Lee's labor by being able to take home grapes at a sweet deal throughout the weekend. Grapes will be on sale for only 59 cents per pound.

"Grapes are a delicious, healthy fruit and a favorite of the local community," said Jarom Bernhardt, produce manager at Lee's Marketplace. "Tackling this fun challenge adds fresh energy to the store and delivers value to our customers."

For more information, interview or photo opportunities, please contact Rand Mickelson at 801-978-8452 or at [rtmickelson@afstores.com](mailto:rtmickelson@afstores.com).

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Lee's is a member of Associated Food Stores and can be found on the internet at leesmarketplace.com. Associated Food Stores is an independent retailer-owned warehouse based in Salt Lake City, Utah, which provides products and services to more than 500 grocers throughout the Intermountain West. Associated Food Stores can be found on the internet at afstores.com.

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C.H. Robinson got its start in the produce industry over 100 years ago, providing fresh fruits and vegetables to the settlers of the Dakotas and Minnesota. Today, C.H. Robinson is a Fortune 500 company and one of the largest produce sourcing and third party logistics companies in the world with annual gross revenues of approximately \$9.3 billion in 2010. C.H. Robinson sources the highest quality products while integrating value-added logistics, distribution, and information reporting services. C.H. Robinson works with many well known North American consumer brands including Glory Foods, Mott's®, Welch's®, and Tropicana® and offers a full line of conventional and organic produce through a large network of regional and local growers. The company serves over 36,000 customers through a network of more than 230 offices and over 8,000 employees in North America, Europe, Asia, South America, Australia and the Middle East. The company is headquartered in Eden Prairie, Minnesota, and has been publicly traded on the Nasdaq since 1997. For more information about C.H. Robinson, visit <http://www.chrobinson.com/>.