

## Peterson's Marketplace Holds Second Annual Party in the Parking Lot

May 13-14, 2011 – For the second year in a row, Monte Peterson and his dedicated team at Peterson's Marketplace held their annual Party In The Parking Lot event. The Peterson's team held the original event as a way to reach out to the local community and thank them for their patronage. After a successful first year, the team decided to make a tradition out of it.

As with the previous year's event, the two days were filled with fun and games for all ages, eating contests, sampling opportunities with Utah's Own producers and manufactures and a whole lot more.

The Unified Police and Unified Fire Authority were in attendance for the event. The Peterson's team invited these and other community heroes to attend the event as a way to help them better connect to the local community. During both days of the event, the teams had their emergency vehicles and equipment on display. "These brave men and women are critical to keeping Riverton City a safe and enjoyable place to live," said Monte Peterson. "It is an honor to have them participate in our event and get a little closer to the people they serve every day."

On Saturday, the Peterson's team kicked off the day's events with their second annual Best Burger Throw Down where representatives from the fire department, police department, Riverton City, and the Jordan School District board faced off to see who could grill up the city's best burger. After hours of hard work, Riverton City Mayor, Bill Applegarth was awarded the title, beating out last year's champions from the Unified Fire Authority. His burger recipe will be featured at Peterson's over the coming months.

Monte Peterson thanked his team and all those people that came out to support the event. "We have served this wonderful community for many years now and we appreciate the amazing loyalty we have received. They aren't customers; they are our family."

The Peterson's team was awarded a first place prize at the National Grocer's Association event this past February for the wonderful event they put together last year. The award was given for "best outside the store" event were Peterson's competed against retailers from across the nation.

For more information about Peterson's Marketplace, please contact Monte Peterson at 801-254-5829. To learn more about the store, please visit their website ([petersonsmarketplace.com](http://petersonsmarketplace.com)) or facebook page (<http://www.facebook.com/petersonsmarket>). Pictures from the event are available from Associated Food Stores marketing department by request ([jwsokol@afstores.com](mailto:jwsokol@afstores.com)).