



For Immediate Release
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Contact:
Mona Golub
Price Chopper
518.379.1480
Or
Jonathan Pierce, APR
Pierce Communications
518.221.1186

NEWS RELEASE

WITH PASSOVER APPROACHING, COLONIE PRICE CHOPPER TO HOST KOSHER OPEN HOUSE

(Colonie, NY) Just in time for Passover, Price Chopper Supermarkets will be hosting a Kosher Open House to highlight the breadth of its everyday kosher offer as well as the more than 1,000 Kosher-for-Passover products available for the pending holiday. Kosher store teammates and kosher trade partners will provide samples of everyday kosher and Kosher-for-Passover products, local kosher catering experts will offer cooking tips, and the Vaad Hakashruth will field questions about kosher dietary laws. Passover begins the evening of Monday, April 10 this year.

The open house will be held on Sunday, March 26 from 10:00 AM – 2:00 PM at Price Chopper's Kosher Store in Colonie (1892 Central Avenue), the region's premier kosher market.

This year's Kosher-for-Passover display includes the largest ever variety gluten free items.

Representatives from Kosher food purveyors such as Dr. Brown's, Empire Kosher, 47th Street Pizza, Joyva, Kayco, Kedem Food, Lieber's, Manischewitz, Meal Mart, Montreal Kosher, Osem, Paskesz, Streit's, and Tabatchnick will be in attendance to speak with customers.

Year-round, the Kosher Store in the Colonie Price Chopper, under the strict supervision of the Vaad Hakashrut of the Capital District, includes a larger Kosher meat and deli department as well as the area's only full

service Kosher bakery. The expanded department is the largest Kosher section in Northeast New York (between Monsey and Montreal). In addition, the Kosher meat shop, deli and seafood departments will be kashered or prepared for Passover (under the strict supervision of the Vaad Hakashruth of the Capital District) in order to provide customers with the most popular fresh cuts of meat - brisket, Top of the Rib, French Roast, Veal Roast and Turkeys. Kosher for Passover deli salads, meat provisions and cuts of salmon will also be available.

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About The Golub Corporation: *Based in Schenectady, NY, the Golub Corporation owns and operates 136 Price Chopper and Market 32 grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The American owned, family-managed company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative employee relations. Golub's 20,000 teammates collectively own more than 47% of the company's privately held stock, making it one of the nation's largest privately held corporations that is predominantly employee-owned. For additional information, visit www.pricechopper.com*