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FRESH DEDICATION TO THE ENVIRONMENT

New Concept Food Store Designed with Leed Certification in Mind

TYLER, TX (January 17, 2011) – When FRESH by Brookshire’s opens soon, it will be one of the most environmentally-friendly structures in East Texas. Every aspect of the store – from the landscaping and construction materials to the control systems and interior details – has been designed with sustainability in mind. The team at FRESH has worked with local firm Fitzpatrick Architects to create a building that is as environmentally friendly as possible. In fact, an application is being made to the U.S. Green Building Council for LEED (Leadership in Energy and Environmental Design) certification, which verifies that a construction project meets the highest green building and performance measures.

“We take our responsibility to the community and to the environment very seriously,” said Rick Rayford, Brookshire Grocery Co. president and chief executive officer. “It’s very important to us that our customers feel good about shopping at FRESH.”

The attention to the environment began well before the foundation was even set. The timber that was cleared on the site was converted into 5,500 board feet of building material and the remainder was ground for reuse as landscape mulch and pressed-board materials. Additionally, pervious pavers were set in a portion of the parking area. This allows migration of rainwater into gravel beds with filter cloth, which will recharge the groundwater system.

Some of the most exciting and cutting-edge environmental elements are in the building’s structure itself. A prominently located cistern will serve as a design detail as well as a way to capture the roof drainage for the irrigation system. In the building itself, stained and polished slab is used throughout, with a finish that was achieved without adhesives or surface products other than color agents. The roofing has a white surface that produces approximately 80 percent solar reflectance. Additionally, when finished, approximately 60 percent of the FRESH building value will be materials of recycled content, including brick from the original BGC store in downtown Tyler, which will be used in the floral department and paving accents in outdoor seating areas.

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Attention to sustainability doesn't stop at the FRESH building's construction. It will carry throughout the store, most notably in the lighting and temperature control systems. The outdoor lighting will employ LED technology that consumes the least energy of any light source available. Inside, controls will monitor lighting levels and adjust when lighting is not needed. A combination of motion-sensors and timers will be used in the preparation and storage areas to cut down on unneeded power usage. In addition, all primarily sales area lighting will use focusing, reflective lenses and T5 lamps, which combined have the highest lighting output with the lowest energy consumption available and longer lamp life than conventional fluorescent lighting.

Heating, ventilation and air conditioning systems will employ an integrated control system that monitors temperature and humidity to provide a more healthful environment by introducing outdoor air while maintaining comfort. This system also reduces the energy used by refrigerated sales cases. The refrigerated sales and storage elements are certified as compliant with the EPA "GreenChill" partnership and all cases, coolers, and freezers will be controlled and remotely monitored by a centralized computer system. Even the cooking exhaust hoods are contoured to allow greater exhaust removal with lower volumes of air and are equipped with heat-sensors to automatically turn fans off when cooking equipment is not in use. In addition, the outdoor gathering areas will be made more comfortable with fans that function only when the temperature and timing requires it.

In all, 70 percent of the construction waste is being collected for recycling. Multiple dumpsters on site collect concrete, wood, cardboard, plastics and metals. Even the common trash is being sorted for recyclable materials.

Finally, the architects have designed the building with an eye toward the future. Multiple electric vehicle charging plugs will be provided, as well as designated parking spaces for hybrid and electric vehicles. Customers will also be able to pitch in because customer-recycling receptacles will be provided throughout the store.

Construction on the 55,000-square foot FRESH by Brookshire's store began in February of 2010 and the company plans to open the new store early this year. The store will feature a coffee and gelato bar, an artisan bakery, organic foods, gluten-free foods, bulk foods, and expanded healthy living items, along with a pharmacy, a bank and the more traditional grocery items and staples. In addition, up to 100 fresh food offerings a day – from gourmet "comfort food" to mouth-watering fare from a full burrito and taco bar, a sandwich bar, a soup and salad bar and an outdoor grill– all of which will be prepared daily on site, encouraging customers to visit the store frequently to dine in or to pick up delicious chef-prepared items to take home.