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Berrybrook Farm Natural Food Pantry Launches Franchise Opportunities

Charlotte, N.C. – November 8, 2005 – Berrybrook Farm Natural Food Pantry, founded in 1972 in Charlotte, N.C., announces the availability of franchise opportunities in the Carolinas. As the area's longest-established health and natural foods store, Berrybrook Farm has developed a successful blend of products, resources, business management practices and client services. Now, Berrybrook Farm is offering a limited number of franchises to people with the vision to appreciate the truly unique nature of the opportunity.

According to industry organization Natural Foods Merchandiser, natural product sales in the U.S. grew 6.9% in 2004, reaching \$45.8 billion. This growth is fueled by a number of solid market trends among American consumers, including:

- Increasing knowledge about nutrition and the dangers of food additives
- Growing concerns about the side effects of many prescribed pharmaceuticals
- Rising frustration with the medical establishment
- Escalating desire to take more control over our own well-being

Berrybrook Farm president, Dan Jacks, describes Berrybrook Farm as “a neighborhood business with a comfortable, country store atmosphere, where everyone feels welcome. We pride ourselves on our friendly, well-informed, ‘real world’ staff. Our niche is to provide specialized service not available in the natural foods superstores. Our approachable, informed staff turns one-time customers into customers for life. We will provide this same personalized, attentive service to all Berrybrook Farm franchise owners.”

Berrybrook Farm Natural Food Pantry is the oldest and most well-established natural food store in Charlotte, N.C. From its heritage location on East Blvd., the highly-recognized store offers a wide selection of nutritional supplements, groceries, organic produce and cruelty-free health and beauty aids as well as serving the finest in all-natural soups, sandwiches, salads, smoothies and juices.

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