



MANY TASTES. ONE PLACE.

FOR IMMEDIATE RELEASE

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GRAND RE-OPENING OF FARM IN THE MARKET THIS WEEKEND

Minneapolis, Minn (October 30, 2007) -- Co-owners Lori and Alan Callister and George and Andrea Seebach are proud to announce a major expansion in size, products and services at Callister's Farm In The Market at Midtown Global Market.

Previously 306 square feet, Callister's Farm In The Market has expanded to 936 square feet, and added a wide selection of freshly prepared salads, deli meats, locally produced artesian cheeses, prepared and made-to-order sandwiches, as well as a wider variety of natural and local meat products than previously carried.

Everyone is invited to join four days of celebration and sampling!

On Thursday, November 1, from 4:00 until 7:00 p.m. check out the new store, enjoy strolling accordion music and register to win in an hourly prize drawing of a \$20.00 gift certificate at 5:00, 6:00 and 7:00 p.m.

Samples to include:

- Callister Farm chicken sausages
- Callister Farm whole roasted chicken
- Tasteful Thymes soups
- Fairhaven Farm apple pie
- Cedar Summit Dairy ice cream

Make your weekend meal preparations a breeze by taking home Callister Farm fresh whole chickens at only \$2.35 per pound, Callister Farm chicken sausage at only \$6.00 per pound, and prepared foods such as a roasted chicken or Hungry Farmer sandwich for only \$5.00.

The fun continues on Friday, November 2, from 4:00 until 7:00 p.m. as cheeses take the forefront.

Samples include:

- locally produced cheeses, among them Joe Sherman with his Northern Lights Bleu
- wines from Alexis Bailey vineyards
- local beers with expert Lanny Hoff
- smoked trout from Star Prairie Trout Farm
- The Produce Exchange, a neighbor to Farm In The Market at Midtown Global Market, will round out the sampling table with delightful fresh fruits to pair with the cheese and beverage samples
- Farm In The Market deli salads and meats

Another set of \$20.00 gift certificates will be awarded through an hourly drawing at 5:00, 6:00 and 7:00 p.m.

On Saturday, November 3, pork and eggs will be the features of the day from 11:00 a.m. until 2:00 p.m.

Executive Chef Michael Phillips of "The Craftsman Restaurant" will host a cooking demo at 11:30.

Executive Chef and instructor Ken Goff will show how to prepare egg salad with bacon and croutons at 1:00 p.m.

Samples will include:

- fresh made crepes
- pork products
- brats
- Farm In The Market egg salad sandwiches

Another set of \$20.00 gift certificates will be awarded at 1:00, 3:00 and 5:00 p.m.

The celebration will wrap up on Sunday, November 4, from 11:00 until 4:00 p.m.

Samples will include:

- buffalo
- elk
- yak
- other meats

Another set of \$20.00 gift certificates will be awarded at 12:00, 2:00 and 4:00 p.m.

"Minnesota Bingo" will be held in Midtown Global Market's central plaza, where kernels of corn act as the place markers, and winners go home with a variety of prizes from The Farm In The Market, as well as other vendors throughout Midtown Global Market.

For more information on Farm in the Market, please call 612-870-2908 or visit www.farminthemarket.com

Midtown Global Market is an internationally-themed public market with over 50 locally owned businesses offering the finest selection of produce, meats, delicacies, prepared foods, grocery items, and unique gifts from around the world, seven days a week. Around every turn you'll discover unusual and appetizing recipes, unearth a bargain and chat with local producers. Midtown Global Market contains the best international diversity South Minneapolis has characterized for decades.

For more information on Midtown Global Market, please visit www.midtownglobalmarket.org.

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