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**Georgetown H-E-B on Williams Drive Increasing Space and Offerings,  
Creating Greater Shopping Experience for Customers**  
H-E-B Investing \$12 million in 12,500 Square Foot Expansion

**GEORGETOWN, TEXAS** – March 14, 2016 – After years of customer input and planning, H-E-B is excited to announce a major \$12 million expansion to its Georgetown store, located at 4500 Williams Drive. The expansion will add 12,500 square feet to the store's existing 84,000 square feet, allowing for a larger variety of products and offerings not currently found in store.

The 96,500 square foot redesigned store will include a new scratch Bakery with artisan breads, tortillería and gourmet fudges; a new Blooms floral department with a floral designer and flower delivery; an extra 3,200 square feet in the produce department with a Fresh Squeezed Juice Bar and Fresh Cut Fruit Bar; and an expanded service checkout experience with new check stands.

"Our customers in Georgetown have worked with our store leaders over the last several years to give input on what will help them meet their needs, and this expansion represents the invaluable feedback they provided us," said Jeff Thomas, H-E-B Senior Vice President and General Manager of the Central Texas Region. "We're thrilled to offer more products and services, create more space for customers, and give shoppers a fresh, beautiful store that represents their community."



**H-E-B Georgetown new facade rendering**

Construction begins on March 14 and will be completed in late November. The store will remain open throughout the construction process during its normal business hours of 6 a.m. – 12 a.m., and dedicated "ASK ME" H-E-B Partners in yellow vests will help customers navigate the store and locate products.

"We understand the construction process can be trying for our shoppers, and we're doing all we can to minimize the disruptions," said Michelle Krzywonski, H-E-B Georgetown Unit Director. "We're incredibly appreciative of our customers' patience and understanding, and the ultimate repayment will be a bigger, better, and enhanced store to fit their needs in time for the holiday cooking and baking season."

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**Features and Offerings in the Redesigned Store:**

- New interior and exterior paint and aesthetic upgrades throughout the store.
- A **Texas Backyard** outside the store, with grills, patio furniture, gardening plants, blooming landscaping plants, trees and more to create the perfect outdoor living space. Perfect for the do-it-yourselfer with selections from potting soil and plants to décor items and ceramics.
- Located at the front of the store, **Blooms** is a specialty boutique that offers fresh flowers, bouquets, house wares, home goods and home décor. With a floral designer on staff, Blooms can help with everything from small celebrations to large weddings, and customers can even turn to Blooms for catering needs making it a convenient one-stop option for planning events.
- An expanded **Produce** department with an additional 3,200 square feet of retail space, which will allow for increased selection of organic and locally grown produce and wider aisles. The produce department will also feature a **Fresh Squeezed Juice Bar** using fresh citrus squeezed daily just at the peak of flavor, as well as a **Fresh Cut Fruit Bar** featuring a wide selection of delicious fruits that are conveniently cut and ready to serve.
- The in-store scratch **Bakery** will be the place to find artisan breads baked fresh every day, the tortillería, and a large variety of decadent desserts, pastries, custom cakes and gourmet fudges.
- An expanded **Beer and Wine** department to offer a great variety of local and imported options.
- A new **Sushiya** sushi bar will offer fresh, delicious, hand-rolled sushi available for take home.
- A new **Cooking Connection** features in-store cooking demos, and shoppers can stop by anytime with questions or to get recipes and cooking ideas. Customers will enjoy getting to know our knowledgeable and friendly team of Cooking Connection experts.



**Additional view of redesigned H-E-B Georgetown facade**



- **Olive Bar** offers an extensive olive selection from around the world as well as tapenade and antipasto salads.
- New for the store, busy families and commuters can stay on schedule with **H-E-B Meal Simple**, chef-inspired recipes, and restaurant-quality 'Ready to Cook' and 'Ready to Eat' solutions for streamlining home-cooked family favorites.
- New men, women and family restrooms with changing stations in each restroom.
- A new **Business Center** with two service windows for customers.
- **H-E-B Pharmacy Patient Education** room offers immunizations, screenings and education for customers wanting to manage their health.
- A lengthened **Service Check-Out Area** with an additional 3,500 square feet will allow for 22 new, full check-out lanes.
- 9 new electric shopping carts, for a total of 38 electric shopping carts.

#### About H-E-B

H-E-B, with sales of more than \$23 billion, operates more than 370 stores in Texas and Mexico. Known for its innovation and community service, H-E-B celebrated its 110<sup>th</sup> anniversary in 2015. Recognized for its fresh food, quality products, convenient services, and a commitment to environmental responsibility and sustainability, H-E-B strives to provide the best customer experience at everyday low prices. Based in San Antonio, H-E-B employs more than 86,000 Partners in Texas and 9,000 Partners in Mexico and serves millions of customers in more than 300 communities. For more information, visit [heb.com](http://heb.com).

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