



# NEWS RELEASE

CONTACT: Philip Southard  
Public Information and Legislative Affairs Officer  
PHONE: (951) 746-0654  
EMAIL: [psouthard@cityofmenifee.us](mailto:psouthard@cityofmenifee.us)

## New. Better. Best.

### FOR IMMEDIATE RELEASE

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#### **Barons Market Selected as Menifee's February Business Spotlight**

*The local grocery store advocates community health by providing a variety of quality food options and champions future generations by supporting local schools and community organizations.*

**MENIFEE, CA** – The City of Menifee is thrilled to announce Barons Market as the City's February Business Spotlight, a program that is a part of the Economic Development Department's B3 (Building Better Businesses) program.

Barons Market is a family-owned, neighborhood grocery store specializing in providing the best organic, natural, specialty, and locally sourced products. To ensure this standard is upheld, Barons Market holds a food panel meeting with staff and managers every Wednesday to deliberate which items will be stocked at all locations. Products are evaluated by various categories such as taste, quality, ingredients, and value. The store also offers a fresh salad bar with a large variety of toppings such as an olive bar, a hot soup bar, and a hot foods bar for those that lead a busy life and still want to enjoy a healthy meal. With their dedication to selecting only the best products and simple yet engaging store layout, Barons Market boasts a quick and easy 10-minute shopping experience.

Barons Market's high standards influence everything they do, including where they choose to expand their business. The local grocery store admired Menifee's community-focused mission, and knew the city was the perfect fit based on its advocacy for small businesses and community success. With those assurances, Barons Market has called Menifee home since 2019.

Barons Market is not just enthusiastic about supporting the health of the community but is also passionate about championing future generations. This business has supported local schools such as Callie Kirkpatrick Elementary School, Evans Ranch Elementary School, and Santa Rosa Academy. Additionally, they have worked with local organizations including Lake Menifee Women's Club, Menifee Valley Little League, Menifee Valley Community Cupboard, Animal Town Sanctuary, and Mrs. B's Table.

"Barons Market has become an essential part of the Menifee community and has set itself apart by providing quality and healthy products while also supporting our local schools and non-profits," said District 3 Councilmember Lesa Sobek. "Thank you, Barons Market, for always going above the call of business."

For more information about Barons Market, please visit [baronsmarket.com](http://baronsmarket.com). To view their Business Spotlight video, please visit <https://www.youtube.com/watch?v=AWew676sXGA>.

The City of Menifee Business Spotlight is a free business recognition program to create awareness for the variety of local businesses and their contributions to the Menifee community. Chosen applicants, who are nominated by the community, are honored during a special presentation at a City Council Meeting and receive a free 30-second professional video developed by the Economic Development Department showcased on the city's business website - [www.menifeebusiness.com](http://www.menifeebusiness.com).

(Cont.)

The City of Menifee Business Spotlight is part of the Economic Development Department's B3 (Building Better Businesses) program, which aims to showcase local businesses that go above and beyond the call of business, foster pride in Menifee's thriving business community, and promote diversity in Menifee's local economy.

Nominations are encouraged to recognize businesses in Menifee that contribute to the betterment of the Menifee community. Please visit the link below to apply:

[www.cityofmenifee.us/BusinessSpotlight](http://www.cityofmenifee.us/BusinessSpotlight).

For more information on the Business Spotlight program, or other resources available to Menifee businesses, please contact the Economic Development Department at [econdev@cityofmenifee.us](mailto:econdev@cityofmenifee.us).

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**ABOUT MENIFEE:** *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 100,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing, and convenient proximity to some of Southern California's premier attractions and employment centers. Within its 50 square miles, Menifee's business, retail, and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events, and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*