



**FOR IMMEDIATE RELEASE**  
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### **Wagshal's to Open New Location**

#### ***European Style Market/Eatery New to Upper NW Washington DC Area***

**Washington, D.C.** Wagshal's Family of Fine Foods announced today the opening of a new location, *Wagshal's On New Mexico*, at 3201 New Mexico Avenue, N.W. Washington, D.C. 20016. The new street front location in Wesley Heights near American University is slated to open by early 2013.

**Wagshal's** has been embraced by the Spring Valley community since 1925.

**"Expanding into this new location enables us to serve even more of the community and we are thrilled to now be a part of Wesley Heights,"** says Bill Fuchs, President of Wagshal's, who lives in the neighborhood. Fuchs understands what local residents are looking for, and believes Wesley Heights residents have been underserved. **"We are happy to step in and fill the need,"** says Fuchs, **"and are looking forward to taking care of everyone from professionals and families large and small to American University faculty, staff and students. We will continue to provide Wagshal's renowned tradition of high quality wholesome food and personal service."**

**In keeping with the Wagshals tradition, *Wagshal's on New Mexico* will provide area residents the same trusted butchery, prepared foods and sandwiches including Wagshal's famous *Brisket Sandwich*- as well as a custom bakery featuring freshly made artisanal breads and handmade pastries from Wagshal's own central kitchen.**

The 4,000 sq. ft. location will offer fresh market options to include local and organic produce, and fresh seafood. Patrons will be able to create their own custom sandwiches as well as salads from a self serve Chopped Salad Station, and select delicious homemade hot food items from a Hot Food Bar – all “Wagshal’s” quality, ready-to-go choices for easy take out, or for a meal to be enjoyed on the premises. *Wagshal’s On New Mexico* will encompass indoor seating and an outdoor patio for casual dining, as well as one hour free customer parking.

The new location will adhere to the same standards of excellence that has made Wagshal’s name what it is today. However, *Wagshal’s on New Mexico* will have a different look than that of the original location. “Initially, my inspiration came from the mercados (markets) I found in Barcelona,” says Fuchs. “In Spain and other parts of Europe, food shopping is an experience, not a means to an end. The way food is displayed, the atmosphere, and range of products combine to be a feast for the senses. Fuchs goes on to describe that the new location will have a warm, welcoming and open atmosphere. “We have plans that are very exciting.”

Since 1925, Wagshal’s has remained a family-run business and an industry leader synonymous with good food and service. Wagshal’s is a perennial favorite in *Washingtonian Magazine* for *Best Butcher* and *Best Carry Out Food* and has recently been recognized by NASFT (National Association Specialty Food Trade) as a finalist for the 2012 National “Retailer of the Year” Award. Wagshal’s Delicatessen, Wagshal’s Market, Spring Valley® Catering, and Wagshal’s Imports are subsidiaries of The Wagshal’s Family of Fine Foods located in Spring Valley, Northwest, Washington, D.C. For more information about Wagshal’s, go to [wagshals.com](http://wagshals.com).

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**South Elevation**

**West Elevation**