

## **Earth Fare set to open third area store in new St. Johns County shopping center**

By Dahlia Ghabour  
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Less than a year after the last one opened, another Earth Fare is in the works on the First Coast.

Sleiman Enterprises is developing a 172,000-square-foot commercial retail center on 38 acres, featuring a single anchor tenant space of 55,000 square feet. The plaza, titled Shoppes of St. Johns Parkway, will be located at the Northwest corner of CR210 and St. Johns Parkway.

Earth Fare will fill a 24,000-square-foot space in the plaza, according to Sleiman Enterprises. The Mandarin store is 28,000 square feet.

The Asheville-based grocer opened its first area store at 11901 Atlantic Blvd. in August 2014 and its second in Mandarin in August 2017. In a previous interview with Earth Fare President and CEO [Frank Scorpiniti](#), he said the company has plans to bring healthy eating to more and more people in our area.

“Consumers in Florida have responded quite nicely to our offering and we understand the market,” Scorpiniti said. “They appreciate the convenience and value and healthy nature of our food.”

Last August, Scorpiniti said that ten more Earth Fare stores are planned for Florida over the next ten years. The company already has nine in the state: two in Jacksonville, and stores in Gainesville, Ocala, Tallahassee, Seminole, Lakewood Ranch, Oldsmar and Palm Beach Gardens. Another store is planned in Orlando at [Nona Place](#) to open summer 2018 .

Earth Fare operates on the philosophy that all products are free of added hormones, artificial fats or trans fats, bleached flour, antibiotics, high fructose corn syrup or artificial preservatives and colors. The company also has a “Boot List” of chemicals and additives that are banned in stores available online and in-store.

“We think it’s a moral imperative to bring clean eating to all kinds of people,” Scorpiniti said. “You can do your full shopping here, and our process allows our customers to shop here essentially blindfolded. Once you’re inside this sanctuary, there’s none of this GMO stuff. We read the labels so you don’t have to.”

Earth Fare is one of many new organic grocery chains opening stores in Jacksonville. A Lucky's Market was recently announced for Oakleaf Station and Trader Joes marked its second area spot in Mandarin last year. While there still isn't a Sprouts store in Northeast Florida, the company has been expanding in other areas of the state and is rumored to be considering Jacksonville, too.

Check out the Mandarin Earth Fare store below for an idea of what will be coming to St. Johns County.