

Earth Fare announces St. Johns County store

By Karen Brune Mathis

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The specialty grocer will open in the Shoppes of St. Johns Parkway.

Earth Fare announced Thursday that it will open a third store in Northeast Florida in the fall.

The specialty organic and natural food grocery store said it will open a 24,000-square-foot store in the Shoppes of St. Johns Parkway in St. Johns County.

A spokeswoman said each new Earth Fare employs an average of 100 full- and part-time employees.

Earth Fare, founded in 1975 in Asheville, North Carolina, operates more than 50 locations across 10 states in the Southeast, mid-Atlantic and Midwest.

Its 14 Florida stores include two in Jacksonville in East Arlington and in Mandarin.

The Shoppes of St. Johns Parkway is under development by Jacksonville-based Sleiman Enterprises.

“St. Johns County is one of the fastest growing counties in the country, and Earth Fare is proud to provide the area with more convenient access to Clean, healthy food,” said Frank Scorpiniti, president and CEO of Earth Fare, in a news release.

In addition to groceries, the St. Johns County store will feature Earth Fare’s Heirloom Juice Bar, which sells made-to-order juices and smoothies, plus fresh coffee.

Shoppers also will find prepared foods, including a salad bar, hot foods bar, pizza station, sandwich counter, and packaged meals-on-the-go. There also will be an indoor and outdoor café with free Wi-Fi.

Earth Fare said the St. Johns County location will offer grocery delivery powered by Instacart services.

Asheville, North Carolina-based Earth Fare opened its first Jacksonville store Aug. 20, 2014, in the Atlantic North Shopping Center at Kernan and Atlantic boulevards.

On Aug. 23, 2017, it opened its second area store in the Mandarin South Shopping Center at 11700 San Jose Blvd.