



**FOR IMMEDIATE RELEASE**

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Contact: Mimi Meredith  
Director of Public Relations  
Bashas'  
(480) 895-9350

**OR**

Raymon Flores  
President  
Grupo Flores/Bashas'  
ray@elcharrocafe.com

## **Bashas' and El Charro/Chonita Announce Partnership**

**CHANDLER, Ariz.** –07-08-02—The distribution of authentic Hispanic cuisine prepared in a USDA approved environment will expand to include new outlets thanks to an alliance between Bashas' Inc. and El Charro/Chonita.

The two companies have formed the Grupo Flores/Bashas' management group to oversee Chonita Foods. Chonita is one of only three fully operating USDA food-manufacturing facilities in the city of Tucson. The partnership formalizes a long-standing business relationship between Bashas' and Chonita, which provides products such as tamales, Spanish rice, refried beans, chili con carne and chili verde to Bashas' and Food City supermarkets.

“The great taste of El Charro food is well known by generations of Southern Arizonans,” said Eddie Basha, chairman of the board of Bashas' Inc. “This partnership will make Chef Carlotta Flores' recipes available through food items prepared in a USDA approved facility. It combines the incredible flavor of the Southwest with the consistent quality insured by USDA supervised production.”

Chonita is a Hispanic-run company under the guidance of Raymon Flores Jr. and his mother, Chef Carlotta Flores. The nationally recognized expertise of Carlotta Flores will bring unparalleled flavor and top quality to the food items offered through Food City and Bashas' stores.

“This partnership exemplifies the commitment our company and the Bashas' company is willing to make to Southern Arizona,” said Raymon Flores, President of El Charro/Chonita. “That commitment has been proven over the 150 years of service to Arizona shared by these two family-owned and operated businesses.” (El Charro is celebrating its 80<sup>th</sup> Anniversary and Bashas' their 70<sup>th</sup>)

Bashas' was founded in 1932 in Chandler, Ariz. Since that time, the chain has grown to 130 stores. In addition to Bashas', other stores operated by the company include AJ's Fine Foods, Food City, Bashas' Dine (Navajo Nation), and Eddie's Country Store. The chain opens 5-10 new stores each year and has more than 12,000 associates. For more information on the Bashas' Family of Stores visit [www.bashas.com](http://www.bashas.com), or [www.elcharrocafe.com](http://www.elcharrocafe.com) to learn more about the 80 year old venerable café.