

Oct. 26

MEDIA ADVISORY

Trader Joe's trading values with college students

On Nov. 1, Trader Joe's will open its first store in Pensacola as a part of its Florida expansion project. College students will gather at the new store for a grand opening celebration with prizes and free merchandise.

The college students of the Pensacola area are welcoming Trader Joe's to the community, as they have a strong desire for affordable, quality food products. Trader Joe's Florida expansion project is kicking off in Pensacola with talks from the CEO, Pensacola Mayor, Store Manager, and a local influencer.

Bryan Palbum, Trader Joe's CEO, will be available to answer questions at 12:45 p.m., and college students will be available from noon onwards.

Photo and video opportunities will be available throughout the event. Around 12:30 p.m., CEO Bryan Palbum will be mingling with students at the event; this is an optimal photo and video opportunity.

WHAT: Trader Joe's Pensacola location opening

WHEN: Nov. 1 at noon

WHERE: New Pensacola Trader Joe's store

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Contact: Trader Joe's PR Director Erin Rice at ricee1@appstate.edu