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Sprouts opens in Savi Ranch

BY JESSICA RUBIO

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Eager shoppers were lined up at 5 a.m. and ready to go with coffee in hand when the new Sprouts Farmers Market opened in Yorba Linda last week, according to Doug Sanders, company president.

The natural foods grocery chain opened at the corner of Savi Ranch Parkway and Yorba Linda Boulevard in the former Borders location.

Marissa Ashton, an employee at Heights Christian School, said she has been waiting anxiously for this Sprouts to open. She picked up her lunch, dinner and some Cuties tangerines.

"It's a good price," she said.

Sprouts has 80 to 85 employees working at the store; Sanders said some were transferred to the Savi Ranch Sprouts from other local Sprouts and Henrys in Orange, Fullerton and Yorba Linda. The two chains are merging.

"This was a promotion for them coming over here," Sanders said. "We are a big believer of promoting from within, so when there is an opportunity for growth we always like to pull from within."

Sander said the company was working with the city to move in even before Borders closed. "Location is everything; you want to be in a place where people are already shopping. The traffic pattern is already built in."

Also, a city project to update the signs around the shopping center, costing about \$2 million, is close to completion, officials said.

The last 90-foot sign near the off ramp of the 91 freeway is expected to be completed March 23, Pam Stoker, the city's Housing and Redevelopment manager, said.

Other signs include the corner of Savi Ranch Parkway and Yorba Linda Boulevard, a 90-foot-high sign seen from the 91 freeway and other small signs on the center islands on Savi Parkway, Stoker said.

"(Stores) believe it will help with business," Stoker said of the effort. Savi Ranch is one of the city's largest sources of sales-tax revenue.

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