

# Media Alert

Monday, January 28, 2008



**Jo Sorenson**  
704.844.3904  
[jsorenson@harristeeter.com](mailto:jsorenson@harristeeter.com)

**Media Contacts:**  
**Jennifer Panetta**  
704.844.3209  
[jpanetta@harristeeter.com](mailto:jpanetta@harristeeter.com)

**What: Sneak Peek of new Davidson Commons Harris Teeter Store**

**When: Tuesday, February 5, 2008**  
**Ribbon Cutting Ceremony, 5:30pm**  
**Taste of Teeter, 5:30pm - 8:00pm**

**Where: Davidson Commons**  
**431 Peninsula Drive**  
**Davidson, NC 28036**

Immediately following the Ribbon Cutting Ceremony, Harris Teeter will host a *Taste of Teeter*. This event is a complimentary in-store sampling of a variety of fine wines.

Harris Teeter's official first day of business is Wednesday, February 6. Grand opening festivities will continue throughout the weekend. Below are some of the highlights:

## **Friday, February 8**

- Grand Opening demos will provide guests with free Harris Teeter specialty product samples from *4pm - 8pm*.
- e-VIC mobile gives guests an opportunity to sign up for the service that notifies them when items they regularly buy are on sale from *3pm - 7pm*.

## **Saturday, February 9**

- Grand Opening demos will provide guests with free Harris Teeter specialty product samples from *10am - 2pm*.
- e-VIC mobile gives guests an opportunity to sign up for the service that notifies them when items they regularly buy are on sale from *11a - 3pm*.
- Harry the Dragon Hot Dog Wagon will be in front of the store serving up tasty treats from *11am-3pm*.

## **Features and Departments:**

Full Service Meat Department with Harris Teeter Rancher and Reserve Angus Beef • Fishermans Market Seafood Department • Certified Green Thumb Experts and produce from around the world in our Farmers Market • Full Service Fresh Foods Department • Specialty Foods • Rotisserie Chicken, Pork Or Turkey • International Foods • Imported Cheeses • Sushi • Coinstar • Money Gram • Wine Imported & Domestic Beer • Fresh Cut Flowers • Pharmacy • Red Box DVD Rental Kiosk • On Line Shopping • Starbucks •

[www.harristeeter.com/pressroom](http://www.harristeeter.com/pressroom)

Harris Teeter, Inc. with headquarters in Matthews, NC, is a subsidiary of Ruddick Corporation (NYSE:RDK). Harris Teeter is the 40th largest supermarket in the United States with 2007 sales of \$3.30 billion. The grocery store chain employs over 18,000 associates and has 166 stores in North and South Carolina, Virginia, Georgia, Tennessee, Maryland and Florida.