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**Sellers Markets Success Fuels Launch of 2nd Eco-hip Venue off Market Street
Award Winning Artisan Foods Redefine Fast-Casual Dining**

San Francisco, CA, August 15, 2006 -- Sellers Markets, the trend-setting restaurant that focuses on fast-casual meals using sustainable artisan foods, will open its second store in San Francisco in October 2006. Jim and Deb Sellers, owners and originators of Sellers Markets, the financial district eatery at Pine and Front Streets, placed their second site at Market and Second Streets. "We are responding to the growing demand for fast-casual meals with award-winning artisan ingredients," they said.

"These two very hot trends, fast-casual dining and easy access to the very best tasting foods combined with our focus on customer service is what drives our continued success," said Deb Sellers. "Our mission is great taste and the best tasting foods are grown, raised and produced by local artisans who practice sustainable agriculture. Our quality and value prices are also fueling the demand for a second location. Merging the growing artisan food revolution with the booming fast-casual restaurant sector makes sense in food-savvy San Francisco," she said.

Sellers Markets offers local meats, cheeses, breads and produce from award-winning purveyors such as Niman Ranch, Cowgirl Creamery and Boulangerie Bay Breads; features signature items like Artisan Egg "A" Muffins, BBQ Chicken Salad, Niman Ranch Pulled Pork Sandwich, Tomato Bisque, handmade pizzas and sandwiches fired in an Earthstone pizza oven; and homemade sweets by Pastry Chef Joana Bautista. The second location will serve breakfast, lunch, dinner, offers corporate catering (M-F) and features a selection of Niman Ranch meats from the rotisserie as evening specials. Local artisan wines and beers will be offered by the glass. Takeout service is always available.

Interior seating accommodates 59 and patio dining will seat an additional 100. The striking design incorporates reclaimed barn wood, antiques and other recyclables. "We walk the talk and use sustainable resources wherever possible," says Jim Sellers, President.

Deb and Jim plan to expand the Sellers Markets concept locally, regionally, then nationally, carrying through the themes of local purveyors, local menu specialties and local design features at each new location. By 2010, they plan 15 Sellers Markets throughout northern California.