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Whole Foods Market on 41st Avenue in Capitola will open Wednesday.

Whole Foods to open Capitola store

REGISTER-PAJARONIAN STAFF REPORT

A new Whole Foods market is slated to open Wednesday on 41st Avenue in Capitola. The market is the second Whole Foods store in Santa Cruz County, following the March opening of the store at 911 Soquel Ave. in Santa Cruz.

"The store looks great and we're looking forward to this exciting opening," store team leader Mike McCallum said. "It's a great location and we've got a great selection. We invite the public to come see our new store Wednesday."

McCallum, a member of the Watson-

ville High class of 1986, said the 25,000-square-foot store is a somewhat downsized facility, compared to much larger Whole Foods elsewhere.

"We've made adjustments to the size of the market based on our current economy," McCallum said. "We feel this is the perfect size of store for this community."

The "one-stop shop" features a full-service meat counter, a deli with hot and cold prepared foods for lunch and dinner, a seafood counter, a selection of organic products, a coffee and smoothie counter, an extensive cosmetics and

body care section, indoor seating for 30 and outdoor seating for 100. Prepared meals will also include rotisserie chicken, a selection of Mexican food at a taqueria, in-house baked pizzas, and special international-themed foods on a rotating basis every two weeks.

McCallum said the market will feature products from about 130 local vendors, including numerous locally grown produce items.

A bread-breaking ceremony is slated for Wednesday morning just after 9 a.m. at Whole Foods, 1710 41st Ave.