FOR IMMEDIATE RELEASE

January 30, 2024

Yellow Umbrella to Open New Location in Libbie Mill

RICHMOND – Building on the company's recently announced growth and expansion plans, Yellow Umbrella will be adding another new location in Henrico's Libbie Mill, with a soft opening planned for March. This news follows Yellow Umbrella's announcement last year that the company would open a second location and a foray into the Richmond dining scene with a restaurant and raw bar in Scott's Addition.

"Yellow Umbrella's offerings of house-made prepared foods and quality meats and seafood will resonate with both residents and professionals in the area," said co-owner, Thomas Brown. "Libbie Mill's central location right off of Broad Street and Staples Mill, and proximity to 64, with plenty of parking made it an attractive expansion location for us."

The company will be taking over the end cap space that was formerly The Stables Market. The new spot will offer most of the same provisions as the Patterson Avenue flagship location including prepared foods, grab-and-go lunch offerings, baked goods, pantry staples, charcuterie, wine, and beer. There will be hot lunch offerings with house-made soups and made-to-order paninis. Catering will be available for pickup.

While this location will not have an onsite butcher or fishmonger, it will offer a curated selection of the fresh seafood and meat that Yellow Umbrella is known for in a grab-and-go format.

Café and patio seating will also be available.

About Yellow Umbrella Provisions:

Family-owned and operated in Richmond, Virginia, Yellow Umbrella is a specialty grocery store and community of food lovers who take great pride in providing sustainably-sourced seafood, pasture-raised meats, house-made prepared foods, locally-sourced provisions, and curated wine, beer, and cheese selections to our loyal customers. Catering and special events round out our offerings. Visit <u>yellowumbrellarva.com</u> to learn more and follow along on social media for specials and updates.

###