



Rouses Acquires Two More Locations

The purchase of the two Mississippi sites brings the number of the Louisiana-based grocer's stores to 34.

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Rouses Markets has expanded further into Mississippi by acquiring Choice Supermarket locations in Diamondhead and Long Beach. Donald Rouse, managing partner of Rouses Markets, said the chain was committed to the Gulf Coast rebuilding process when he revealed the purchase agreement yesterday.

The acquired Choice Supermarket locations are 4402 East Aloha Drive in Diamondhead and 200 West Railroad Street in Long Beach. Rouses did not purchase Choice Supermarket's third location in Gulfport, which will continue to operate as a Choice Supermarket. Along with its locations in Louisiana, Rouses currently operates stores in Gulfport and Ocean Springs, Miss.

The Food Partners, a national investment-banking firm, advised Rouses Markets on the acquisition. With the additional locations, Rouses will have 34 stores and more than 4,500 team members.

When the acquisition is final, Thibodaux, La.-based Rouses will close the two new locations for a short time to restock the shelves with seasonal local produce, fresh meat, fresh seafood, deli, bakery, and traditional grocery store offerings. "We will have Mississippi favorites, specialty foods, [and] natural and organic products, and will introduce our own private label offerings under the Rouses and Best Yet brands," said Rouse.