

## FOR IMMEDIATE RELEASE

### **Northern to Unveil Renovated Store in St. Theresa Point, MB**

#### *Tim Hortons and Full Serve Hot Deli among new store highlights*

**Winnipeg, December 3, 2015** – Northern St. Theresa Point is pleased to announce the completion of the store renovation. The Northern team invites community members to participate in the grand re-opening celebrations on Friday, December 4, 2015, commencing with a ribbon cutting ceremony at 10:00 a.m.

The store underwent an extensive renovation to make room for an expanded assortment of baby care products, as well as new food services. Featuring a new Tim Hortons and a full serve hot deli, the store is a destination for shoppers looking for quality convenience meal options.

“Tim Hortons and the full serve hot deli are exciting new additions to the community. We anticipate they will be the go-to destination within the store, therefore we will offer extended hours for these new services.” said Christine Reimer, Vice President, Sales and Operations, The North West Company.

Another destination within the store that all customers should check out is our expanded Club Pack shop. Customers will have local access to bulk products and a great selection of their favourite brands without having to order from them online or pay membership fees.

The addition of a new warehouse rounds out the store’s enhancements. Projected to be completed in 2016, the warehouse will increase the store’s storage capacity, allowing Northern to ensure that key items are in-stock to meet customer’s needs.

The Northern team invites the community to the grand re-opening celebrations. “Our grand re-opening coincides with our Family Night. It will be a fun filled day with refreshments, giveaways, contests. Santa will stop by for a visit and one lucky shopper will win the giant stocking filled with goodies – it will be a great day for the community.” added Reimer.

## New Store Features

**Full-serve deli:** The deli features hot and convenient meals for all occasions. Whether grabbing a quick lunch or dinner for the family, the deli offers a great variety of hot meal options that are convenient and affordable. Family favourites that will be available are: crispy chicken, potato wedges, pizza, roller bites, and F'Real Milkshakes.

**Tim Hortons:** Baked in-store throughout the day, Tim Hortons will offer all the delicious baked goods; donuts, Timbits, muffins, and pastries for customers to enjoy. This location will also feature the classic hot and cold beverages Tim Hortons is famous for and new favourites such as, hot soup, chili, and Greek yogurt parfaits.

## Quick Facts

- \$ 2.5 + million net economic contribution to the St. Theresa Point community in 2014.
- \$1.7+ million invested into new store.
- \$15,000 + donated to the St. Theresa Point community for programs and events in 2014.
- 9 new employment opportunities are anticipated.

## About Northern and North Mart

Northern and North Mart are store banners of The North West Company LP, a subsidiary of The North West Company Inc., a leading retailer of food and everyday products and services to rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and Caribbean. Northern and North Mart are collectively the largest private employers of indigenous people in Canada, with over 3,100 employees and an annual payroll exceeding \$65 million.

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Northern

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