

## **FOR IMMEDIATE RELEASE**

### **Northern to unveil a new look to Nunavik shoppers in Inukjuak and Kuujjuaraapik, QC**

**Winnipeg, MB, February 15, 2017** – Northern is excited to announce the grand openings of two newly renovated stores in Nunavik. Shoppers in Inukjuak and Kuujjuaraapik, QC are invited to join the Northern team and community dignitaries in the grand opening celebrations which include; a ribbon cutting ceremony, giveaways, contests and great savings.

- Inukjuak, QC, Wednesday, February 15, at 9:00 a.m.
- Kuujjuaraapik, QC, Thursday, February 16 at 9:00 a.m.

Boasting an added 3750 square feet of space, Northern Kuujjuaraapik, includes new offerings in almost every department. A modern new look and major upgrades to the entire store provides the community with more fresh produce and fresh meat, as well as a larger assortment of everyday grocery needs.

The highly anticipated food services will offer a wide variety of selections in one location. From Tim Hortons hot, fresh coffee and doughnuts, to crispy chicken from KFC, and ready-to-go meals from the full service deli, shoppers will have more options on-the-go.

“Our shopper’s experience is our top priority. We’ve redesigned the store to provide a more accessible, efficient shopping experience. We’ve even added a passenger lift for customers who may need a bit of assistance between the main and lower level,” said Christine Reimer, Vice President, Sales & Operations, The North West Company

Northern Inukjuak shoppers will also enjoy the addition of a Tim Hortons beverage counter and more delicious, ready-to-go meals from the expanded full service deli. A reset of the entire store will bring in fresh look and new everyday grocery products. Additional improvements and upgrades were made to the storage facilities increasing the capacity, which will enable Northern to bring in more goods for the community cost effectively through sealift.

“We are thrilled to offer new and improved stores to our customers. Each new service and product was added with the needs of the community in mind. When a customer walks into our stores, we hope that they feel it is their community store and enjoy all it has to offer.” added Reimer.

Northern is proud to be part of the community and strives to help make a progressive, positive difference. Combined, over \$7 million of capital was invested into the stores’ renovations, which has added 9 new retail employment opportunities to the region. Giving back to the community is a core value of Northern, and on opening day, a \$1,000 honorarium will be contributed to the Ajapirvik Women’s Shelter and the Badabin Eeyou and Asimauttaq Schools in Kuujjuaraapik.

## About The North West Company

North West is a retailer serving rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and Caribbean. We are committed to helping our customers live better by bringing them the best products and services together with a tradition of community support. North West's Northern and NorthMart stores are the largest local private employer 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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