



For Immediate Release

Alaska Commercial Company helps customers make healthy food choices with new Health Happy program

New company initiative increases the healthy options available in store

Anchorage, AK, October 30, 2017 – The Alaska Commercial Company is pleased to announce that its Health Happy program is now available in all 28 grocery stores across Alaska. Health Happy aims to expand the variety of healthy food options for its customers and make it easy to find the items in store.

Each item was evaluated to ensure that it met one to four specific attributes that contribute to healthier eating, including lower sugar, salt, fat, and caffeine content. Each new addition is marked with the signature Health Happy smile making it quick for shoppers to identify the healthy alternatives.

“We know it's important to our customers to provide wholesome foods to their families,” said Walt Pickett, Vice President, Alaska Commercial Company. “Our buyers have worked hard source hundreds of new items. An example is the addition of the Campbell’s Yes! ® soups which offer a great selection of wholesome soups made with real nutritious ingredients, and no artificial flavors. In addition to classics such as chicken noodle, Yes! ® provides vegetarian and vegan options within the assortment. We hope to appeal to the wide variety of customers’ palettes and dietary preferences,” said Pickett.

“We are committed to expanding the range of healthy food choices in our stores and make these choices more affordable. Although healthy products are generally premium priced, we made a concerted effort to ensure Health Happy items are comparably priced to the national brand.” said Pickett.

In addition to the broad range of products available, Alaska Commercial Co. will offer support for customers in their journeys towards healthier lifestyles. Weekly store flyers highlight Health Happy items that are on promotion and include recipes that use one or more of the feature items to help customers enjoy the new choices. Flyers are available in store and online at <http://www.alaskacommercial.com/flyers>

“We have received positive reception from our customers and welcome their feedback. We invested considerable effort to launch Health Happy and will continually enhance the program based on their feedback.” said Pickett.

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About Alaska Commercial Company

Alaska Commercial Company – a division of The North West Company – is the largest retailer in rural Alaska, with 35 combination food, general merchandise and Quickstop stores, more than 950 employees and an annual payroll exceeding \$23.2 million. It has invested \$54 million of capital in the retail operations that serve these communities and purchases over \$11 million in local goods and services annually.

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