



The North West Company is a leading retailer of food and everyday products and services to rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and the Caribbean.

FOR IMMEDIATE RELEASE

Northern unveils new store in Shamattawa, MB

Northern expands product and service offerings in newly constructed store

Winnipeg, MB, May 18th, 2018 – Northern Shamattawa plans to celebrate the opening of its new store with a celebration on Friday, May 18th, 2018. The community is invited to join the Northern team for a ribbon cutting ceremony at 10:00 a.m. Central Time. Customers will enjoy great savings, free cake, giveaways and contests to win prizes including a 50” LED TV.

The store features 8,320 square feet of selling space, and an expanded assortment of products and service offerings. The introduction of a full-serve hot deli will offer a great variety of meal options for the customer on-the-go. The new layout offers an expanded selection of baby products and general merchandise, including home electronics.

The store has been widely anticipated by community members following the loss of the previous Northern store which was destroyed by fire in the fall of 2016. Since then, a temporary store has been operating to provide families with an assortment of essential grocery and household items.

“I appreciate the quick response of The North West Company in dealing with the fire at the previous Northern Store,” says Chief Jeff Napoakesik of Shamattawa First Nation. “Now that the new store has been constructed, I am looking forward to the expanded services the store will offer to the community.”

“We are thrilled to introduce the new store to Shamattawa,” says Michael Beaulieu, Vice-President, Sales & Operations at The North West Company (North West). “We are pleased to partner with the Shamattawa First Nation on the new store and would like to thank the Chief and Council for their support.”

One of the features of the new store is an expansion of the Indigenous Language signage. As part of North West’s Indigenous Language Program, community members are able to see signs, aisle wayfinders, and shelf labels in Cree.

Northern is also proud to provide employment opportunities within the community. Northern anticipates increasing the size of the store team, bringing the total compliment to 24 staff.

Giving back is important to Northern, and on opening day, a \$1,000 donation will be presented to the children’s breakfast program at the Kisemattawa Kiskinwahamakew Kamik School.

Northern Shamattawa – Facts

- \$847,000 economic contribution to the community in 2017.
- 24 employees.
- Store Features: Groceries, Hot Deli, Household Necessities, Home Furnishings, Home Electronics, Toys, Hardware, Canada Post and We Financial Services

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 3,000 employees and an annual payroll exceeding \$65 million.

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