



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 store opens temporary location today in Shamattawa, MB

Winnipeg, MB, September 26, 2016 – The North West Company announced today that a temporary store will open later today in Shamattawa, MB to provide relief following the fire which destroyed the community’s Northern store on September 22, 2016.

The temporary store will offer an assortment of over 90 different items, including everyday essentials such as bread, luncheon meats, milk, cereal, fresh fruit, baking goods, and an assortment of infant products.

“Our priority continues to be ensuring that the community’s needs are met. We will open the store offering everyday essential grocery products and will be expanding the assortment over the coming days and weeks, upon completion of further renovations,” said Christine Reimer, Vice-President, Sales & Operations, The North West Company.

In conjunction with the store opening, North West is also offering a grocery order service through their Valu-Lots store located in Winnipeg MB. To place an order at Valu-Lots, customers may call the store at 1 800-361-9680 Ext 3.

“This additional service will significantly expand the assortment of products available to community members to meet their everyday grocery needs,” added Reimer.

“We would like to thank Chief and Council and our staff for their immense effort in restoring services to the community. We would also like to thank the Canadian Red Cross and our vendor partners for their generosity and cooperation in coordinating relief efforts while the community was without service. We were able to donate food bags with an approximate retail value of \$33,000 to community members last week. Along with a case of water, each bag included bread, milk, luncheon meats, cereal, rice, and potatoes,” said Reimer.

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.

For more information contact:
Derek Reimer
Director, Business Development
P: 204.934.1469
E: dreimer@northwest.ca