



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

New lower prices on nutritious food across 18 Northern stores

Nutrition North Canada subsidy expansion launches on October 1st

Winnipeg, September 30, 2016 – Starting tomorrow shoppers at 18 Northern stores across Manitoba, Ontario, Saskatchewan and Alberta will see more savings in their grocery baskets as the expansion of Nutrition North Canada (NNC) subsidy program launches in stores.

Customers can expect to save more on nutritious food items, such as milk, fresh fruit and vegetables and fresh and frozen meats. For example, a 4L jug of milk in Sandy Lake, Ontario will now cost \$5.29 as compared to the non-subsidized price of \$12.08. In Kasabonika, Ontario, a 3lb bag of apples will drop in price to \$6.89, a savings of \$2.41 a bag.

Each subsidized item is clearly marked NNC on the shelf label. Additionally, subsidy amounts are demonstrated on shelf talkers and on receipts so customers can see the saving they are receiving.

“North West is a strong supporter of healthy living programs that promote nutritional wellness for our customers. Since inception in 2011, NNC has helped reduce North West’s nutritious food prices by an average of 9.83% on Level 1 items tracked (as of May 2016). These customer savings have resulted in a 26% increase in consumption of healthy food. We are very pleased with this positive outcome and anticipate continuing to see the positive impact NNC has on healthy food consumption,” said Christine Reimer, Vice President, Sales & Operations, The North West Company.

Communities with new or increased NNC funding:

Ontario	Manitoba	Saskatchewan	Alberta
<ul style="list-style-type: none"> • Webequie • Lansdowne House • Cat Lake • Poplar Hill • Deer Lake • Sandy Lake • Keewaywin • Sachigo Lake • Kasabonika • Wunnummin Lake • Weagamow Lake • Pikangikum 	<ul style="list-style-type: none"> • Tadoule Lake* • Brochet* • Shamattawa* • Berens River* 	<ul style="list-style-type: none"> • Fond-du-Lac 	<ul style="list-style-type: none"> • Fort Chipewyan

*The AFFIRM subsidy program, which is sponsored by the Province of Manitoba, subsidizes milk, fortified soy beverages, and fresh fruits and vegetables in Northern Manitoba communities. The AFFIRM program will be replaced by NNC in the communities of Berens River, Brochet, Shamattawa and Tadoule Lake as of October 1, 2016. Previously subsidized items will not see price reductions as a result in these 4 communities and in some cases may rise.



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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