

## **13 Schools – 9 Communities – over 190,000 Juice Boxes**

**The North West Company in partnership with Breakfast Club of Canada and Minute Maid support breakfast programs in northern Canada.**

**Winnipeg, December 21, 2015** – For the second year, The North West Company (North West) has partnered with Breakfast Club of Canada and Minute Maid to supply juice to breakfast programs in northern Manitoba and Ontario. Over 190,000 packs of fruit juice – 100% apple and orange – were delivered to by The North West Company to 13 schools in nine northern communities.

The partnership began in 2013 when the Breakfast Club of Canada engaged its partner, Minute Maid to provide free product to each community, and approached The North West Company to deliver the products through their Northern stores operated in the nine communities. “Our logistics expertise in moving product to remote areas and access to the communities allows for a smooth transition from the supplier to the community” stated Christine Reimer, Vice President Sales & Operations, The North West Company. The shipments are made two to three times a year and all the air freight fees are assumed by The North West Company. “It’s just one of the ways that we contribute to the breakfast programs in the communities served by our Northern stores.”

“In Aboriginal communities 1 in 4 kids will is at risk of starting the school day on empty stomach due to a lack of access to nutritious food. When you realize that 60% of learning happens before lunch, it becomes clear why breakfast is indeed the most important meal of the day”, said Josée Desjardins, Senior Director, Operations at Breakfast Club of Canada. “It is the expertise, commitment and dedication of partners like The North West Company and Minute Maid that make it possible to reach those students living in remote areas. Together with North West, we can truly say we are pursuing our mission of giving an equal chance of success to all kids, one breakfast at a time”, Ms. Desjardins concluded.

### **Journey of the Juice**

The collaborative effort begins with the Breakfast Club of Canada coordinating and ordering the juice from Minute Maid, once the delivery amounts are set, cases of juice are packaged and shipped to The North West Company’s Winnipeg warehouse. Once it has arrived in Winnipeg, North West takes over. The warehouse logistics team arranges the delivery schedules for each community and coordinates the juice’s transportation on an air freight carrier. The juice then arrives in the Northern stores and is picked up by the schools. In some cases, the community will receive over 300 cases of juice. If the school does not have enough storage space for the juice, it will remain at the Northern store and be delivered as needed.

Currently the partnership supplies 100% Apple and Orange juice to Elementary to Grade 12 schools in:

- Garden Hill, MB
- St. Theresa Point, MB
- Wasagamack, MB
- Red Sucker Lake, MB
- Poplar River, MB
- Little Grand Rapids, MB
- Pauingassi, MB
- Churchill, MB
- Bearskin, Ontario

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#### **About The North West Company**

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 Caribbean. North West's Northern and NorthMart stores are the largest local private employer of Inuit and First Nations people in Canada, with over 3,100 employees and an annual payroll exceeding \$65 million

#### **About Breakfast Club Of Canada**

Breakfast Club of Canada has been making a difference in young lives for two decades now, by ensuring that as many children as possible start their school day with a nutritious breakfast. It also strives to create a nourishing environment for students and spearhead a variety of initiatives designed to build healthy self-esteem. The Club teams up with community partners and regional organizations to develop solutions adapted to local needs. Today, the Breakfast Club of Canada helps feed some 166,000 students in 1,455 elementary and high schools across the country.

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