



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 Kashechewan Grand Opening November 19, 2015

-Northern to unveil new shopping experience for customers-

Winnipeg, November 18, 2015 – Northern Kashechewan is pleased to announce the completion of the store renovation. The Northern team invites community members to participate in the grand opening celebration, Thursday, November 19, 2015 at 10:00 a.m. local time.

The grand opening will be a fun-filled day with free activities for customers of all ages which includes a ribbon cutting ceremony, activities for children, gift card giveaways, and a draw for a Hisense LED TV. The first 200 customers will also receive free Tim Hortons coffee and mugs to celebrate the new Tim Hortons addition to the store.

The store has gone through extensive renovations with enhancements made to every corner of the store. From new products and services, to revitalization of the exterior, Northern Kashechewan has been greatly improved from the inside out.

Customers will enjoy a modernized look to the sales floor with exciting new foods services, such as Tim Hortons and a new full-service hot deli counter. “Tim Hortons and the hot deli were specially integrated into the store design so we can provide extended hours for our customers to enjoy the new services.” said Christine Reimer, Vice President, Sales and Operations, The North West Company.

The hot deli counter will offer a great variety of meal options for the customer on the go and new items such as F’Real milkshakes. The new sales floor layout will allow an expanded selection of baby products, general merchandise and seasonal items.

“We’ve worked hard to bring shoppers convenient and delicious food offerings with the expansion of our new food services. We hope our longtime and new shoppers will enjoy the new store.” added Reimer.

Northern is proud to provide employment opportunities within the community and support the local economy. Currently, the store employs 32 people. The new store includes a capital investment in the community of more than \$3 million. The investment included the hiring of local construction crews and contributions to the community through the purchase of local goods and services, such as fuel, equipment rentals, and hotel and housing accommodations.

Northern Kashechewan – Facts

- \$3 million of capital investments into the new store.
- \$1.9 million net economic contribution to the community in 2014.
- \$9, 000+ donations to community programs in 2014.
- 32 employees.
- Store Features: NEW - Tim Hortons, NEW – Hot Deli, Canada Post, Gas Bar

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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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