



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

Newly Expanded Northern Pikangikum to Host Renovation Celebration

Tim Hortons, new hot deli, plus expanded specialty merchandise – 16,000 sq. ft. store offers new shopping experience in Pikangikum

WINNIPEG, MB. (May 25, 2016) – Northern Pikangikum is pleased to announce a renovation celebration for its newly expanded store on Thursday, May 26th. Beginning with a ribbon cutting ceremony at 10:00 a.m., customers will enjoy light refreshment, giveaways, and renovation celebration savings throughout the day. There will be activities for the entire family, as well as draws for gift cards and one lucky customer will win a Hisense LED T.V.

The expanded Northern now spans over 16,000 square feet, offering a modern look and improved parking accessibility. New services such as an enhanced hot deli and a Tim Hortons kiosk complement the existing Pizza Hut and KFC options. Tim Hortons will offer customer favourites such as coffee and iced cappuccinos and freshly baked donuts and pastries, all of which meet Tim Hortons' strict quality standards.

In the hot deli, customers will have many new options to choose from including F'real Milkshakes, taquitos, hot dogs, crispy chicken and potato wedges. A café style seating area will provide in store seating for customers to enjoy their meals or share a great cup of coffee with their neighbours.

“We're thrilled to offer Pikangikum residents a new and improved store that now offers even more ready-to-eat options for a quick lunch or easy dinner,” said Christine Reimer, Vice President, The North West Company. “The remodeled and expanded store offers our customers a variety of prepared meal selections, all in one location including KFC, Pizza Hut, Tim Hortons as well as freshly prepared local offerings.”

Another great feature is the newly expanded baby section, designed to be a one stop shop for baby supplies. From diapers and wipes to clothes and toys, parents will have more options for their little ones. In addition to new products, customers will enjoy savings on many baby items, including diapers.

Northern is proud to be a part of the community and has a positive impact on Pikangikum by investing locally. Approximately \$4.7 million in capital was invested into the store renovation, which will generate an additional 13 employment opportunities in the community. In addition, to the large capital investment, Northern also has an annual economic impact of \$1.5 million annually in the community through store employment, locally procured goods and services and other related benefits.

To mark this grand opening and in keeping with the company's commitment to healthy eating, Northern will proudly present a \$1000 donation to the Pikangikum School breakfast program.

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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