



FOR IMMEDIATE RELEASE

Cost-U-Less St. Thomas Invites Virgin Island Community to Grand Opening Celebration

St. Thomas, U.S. Virgin Islands, October 21, 2019 - Cost-U-Less St. Thomas is pleased to announce details for their grand opening celebration happening on November 1st at 7:30 a.m. Customers are invited to come enjoy a ribbon cutting ceremony that will also include live entertainment, a draw for a television, face painting, product samples and unbelievable prices.

Some of the new features in the freshly rebuilt store include a one of a kind walk-in beer cave. Within the cave, customers will find an expanded selection of cold beers in 12 and 24 pack cases. Another added feature in the store is a walk-in produce cooler offering a variety of healthy fruits and vegetables. This cooler allows Cost-U-Less to offer fresh produce every day and they're proud to have the largest organic assortment on the island.

Cost-U-Less knows convenient, ready to go meals are important for busy families and they're happy to offer an expanded Grab-N-Go deli program. With fresh rotisserie chicken cooked throughout the day and new, convenient, ready to eat Caribbean inspired hot meals.

With the return of Cost-U-Less to St. Thomas, that also means the return of their loyalty program. Customers will enjoy the same free membership program as in the past, with quarterly rewards offered to members. Cost-U-Less will even be enhancing their loyalty program further by offering in-store kiosks that will allow consumers to check their points balance in store. "Being able to offer low prices without charging a membership fee is something Cost-U-Less is very proud of and we're excited to continue enhancing our loyalty program to make it better than ever." says Dan McConnell, President, The North West Company International.

Cost-U-Less is proud to have been in the St. Thomas market for 26 years and is excited to return. They intend to continue their community involvement by contributing to local causes. A donation of \$5000 has recently been made towards local Boys and Girls Clubs and Cost-U-Less will continue to be an active community supporter.

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About Cost-U-Less

Cost-U-Less, a division of The North West Company – consists of 11 mid-sized warehouse club-style stores in St. Maarten, the United States Territories, Hawaiian Islands, South Pacific and the Caribbean.

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