



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.

MEDIA RELEASE FOR IMMEDIATE RELEASE

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Grand Re-Opening Marks a New Era for Northern Store in La Romaine

La Romaine, QC — The North West Company's Northern store in La Romaine is proud to celebrate the grand re-opening of its refreshed store, following a series of upgrades designed to enhance comfort, efficiency, and the overall shopping experience for customers. North West is committed to finding new ways to enhance the quality of service we provide for our communities.

The project, which began in April 2025 and was completed earlier this month, represents a \$3-million investment in the community. Major improvements include new refrigeration systems, upgraded flooring, a reconfigured store layout, and complete exterior renovations. Together, these changes ensure the store is better equipped to meet the evolving needs of customers while providing a welcoming and accessible environment for all.

"We're very happy to welcome everyone back to our refreshed store," said Store Manager Mona Marcoux. "These changes were made with our customers in mind, and we hope they will make shopping at Northern more convenient and enjoyable for everyone."

To mark the occasion, the grand re-opening celebration included remarks from Ms. Marcoux, a ribbon-cutting ceremony with community Elders Sylvestre Bellefleur and Delphise Jenniss, a traditional Innu song performed by Elder Antoine Bellefleur, and a prayer and benediction led by Sister Armande. Guests were invited to enjoy coffee and cake, take part in door prize draws, and participate in giveaways for kids throughout the event. The celebration underscored North West's connection to the community, turning the store into a hub where tradition, connection, and local pride came together.

The North West Company is proud to be a long-term employer and retailer in La Romaine. This investment reaffirms its enduring commitment to serving customers and supporting community growth for years to come.

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