



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

NorthMart Iqaluit To Host Renovation Celebration

Winnipeg, November 19, 2015 – NorthMart Iqaluit is pleased to announce the completion of the store’s renovation – the first phase of the NorthMart’s multi-year investment project. The renovation celebration will commence on Friday, November 20, 2015 at 10:00 a.m. local time.

The redesigned store will include a dedicated Baby Shop that will feature an expanded selection of diapers, wipes, food & snacks, toiletries, toys and other products that will help to pamper our smallest customers. In addition to having access to an expanded assortment, our customers will now be able to take advantage of our new lower prices, with an average retail reduction of over 15 percent.

A second destination within the store that all customers should check out is our expanded Club Pack shop. Customers will now have access to a broad assortment of dry grocery and frozen club pack items that will allow them to stock up and save.

“We look forward to the renovation celebration for the newly renovated NorthMart Store. Customers will have local access to bulk products and a great selection of their favourite brands without having to order from the south or pay membership fees. Be sure to keep an eye out for the “Buy in Bulk & Save” signage throughout the store to identify these great items.” said Christine Reimer, Vice President, Sales and Operations, The North West Company.

Iqaluit community members will also enjoy an expanded food service counter. The full serve counter will feature new hot and ready to go items such as, crispy chicken, pizza, lasagna, and roller bites, as well as the popular F’Real Milkshakes.

“We invite community members to participate in the renovation celebration. The celebration will coincide with our Customer Appreciation Day activities and Baby Fair clinic, making it a fun filled day with refreshments, giveaways, and activities for the entire family.” added Reimer.

NorthMart Iqaluit Facts

- \$9.2 million net economic contribution to the community in 2014.
- \$58,000 directed into the Iqaluit community through the **Greener Tomorrow** program in 2015.
- \$18,600+ donated to the Iqaluit community in 2014.
- NorthMart features: Tim Hortons, KFC, Pizza Hut, Pharmacy, We Financial Services, Gas Bar, Hot Deli, Baby Shop.
- NorthMart operates Quickstop locations on Apex Road, Astro Hill, and Downtown

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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 Indigenous people in Canada, with over 3,100 employees and an annual payroll exceeding \$65 million.

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