



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.

Health Happy program launches in Northern and NorthMart stores

New company initiative to promote more healthy food options

Winnipeg MB, September 5, 2017 – The new Health Happy program is now on shelves at local Northern and NorthMart stores. As more consumers choose healthier meals and snacks, the Health Happy program responds to customer’s needs and enhances their shopping experience.

“We know it’s important to our customers to provide wholesome foods to their families,” said Craig Gilpin, Executive Vice President, The North West Company. “Our commitment is to expand the range of healthy food choices in our stores and make these choices more affordable and easier to locate for our customers,”

Overall 300 to 800 new items, depending on store size, were added to the assortment that contain one to four specific attributes that contribute to healthier eating-including lower sugar, salt, fat, and caffeine content. All Health Happy items are also priced comparable to national brand products.

“We know that healthy products are generally premium priced. We made a concerted effort to ensure Health Happy items are comparably priced to the national brand,” said Gilpin.

“Our buyers have worked hard to source new items. For example the new reduced salt, Green Giant Corn Niblets with 54% less sodium than the regular niblets, can be an alternative for the sodium conscious consumer. Another great example is our Dole® Resealable Fruit Pouches with No Sugar Added. This is a great option for parents and helps to reduce sugar from the diets of some of our youngest consumers,” said Gilpin.

Health Happy shelf signage will make it easy for customers to quickly identify eligible products. In addition to the broad range of products available, Northern/NorthMart stores will offer support for customers in their journeys towards healthier lifestyles. Weekly store flyers and handbills will highlight Health Happy items that are on promotion for the week and will contain recipes that use one or more of the feature items to help customers enjoy the new choices. Flyers are available in store and online at www.northmart.ca/flyers.

“We look forward to a positive reception from our customers and welcome their feedback. We have invested a considerable effort to launch this program and will continually enhance the program based on their feedback.” said Gilpin.



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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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