



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.

Shoppers embrace innovative Health Happy program in Northern/NorthMart stores

Purchases of Health Happy foods increase nearly 20% since program launch

Winnipeg MB, January 15, 2018 – The Health Happy program introduced to store shelves at local Northern and NorthMart stores this past September has led to a nearly 20% increase in the consumption of healthier food products.

“We have seen a tremendous response to the Health Happy program since our launch four months ago,” said Edward Kennedy, President & CEO, The North West Company. “Health Happy clearly aligns with northern shoppers wanting to embrace a healthy lifestyle and it reflects our efforts to ensure Health Happy items are comparably priced to the national brand and that options are available in every food category,” said Kennedy.

A great recent example is our new ‘Best Value Reduced Sugar Drink Crystals’ with 50% less sugar, 50% less calories and 50% less shipping weight. This first of a kind product was spearheaded by our buying team working in collaboration with the manufacturer and will remove an estimated 200,000 lbs. of sugar from children’s diets in the North this year,” added Kennedy.

Overall 300 to 800 new Health Happy items, depending on store size, were added to the assortment which contains one to four specific attributes that contribute to healthier eating-including lower sugar, salt, fat, and caffeine content.



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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 3,000 employees and an annual payroll exceeding \$65 million.

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