

Food City
(cont'd)

tual monopoly in the food industry, flogging their most popular products to retailers, who in turn allot a large amount of shelf space to that brand.

"The little guy has a hell of a job getting in," he says.

But the U.K. is determined to get in. the British government has targeted Canada as a key market for food exports over the next year.

"Brits suddenly woke up to the fact that we had to start exporting our products, especially food," Matthews explains.

Since 1984, imports of British food and beverages to Canada have increased substantially. Last year, Canada imported more than \$200 million worth of British cuisine.

Currently, the most popular imports are cookies, crackers and candies. Matthews claims that part of the attraction of British food is the variety.

"If I wanted a pattern on my plate, I'd buy Royal Doulton china — I don't want the chef to do it!" he says.

The organization anticipates no problem in persuading Canadians to sample British cuisine during the promotion. In fact, Matthews explains, many Canadian foods were adopted from the U.K. A factor "which helps to sell."

Launching the Canadian campaign cost under \$100,000. Matthews says the value of the effort will be determined by the increase in sales of different U.K. brands over the course of a year.

The Food From Britain program was introduced to the United States in 1984, and Matthews boasts that "each brand working with us regularly is (now) getting more than a 10 per cent increase in real case-volume sales."

Such success could be found by Canadian retailers, he says.

This week across Ontario, Food City stores, including the two Belleville franchises, are highlighting the British package. The displays end Jan. 13.

In March, Deninger's, a Hamilton retailer, will feature the Food From Britain campaign, and in the spring, Ontario's A and P and Dominion stores will host the promotion.

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Food City, Dundas Street West, was awarded with Foodland Ontario Retailer Awards for merchandising excellence at a ceremony March 5 in Toronto. Assistant store manager, Bob

Armstrong (left), and produce manager Brent Redmond (centre) received the award from Ontario Minister of Agriculture and Food David Ramsay.

Province pays honor to area supermarket

Food City, Dundas Street West, was one of four Eastern Ontario supermarkets to win Foodland Ontario Retailer Awards for merchandising excellence in 1989.

Food City accepted the award from Ontario Minister of Agriculture and Food David Ramsey, at a March 5 ceremony in Toronto.

"The Foodland Ontario Retailer Awards have become awards of prestige — respected and sought after by the industry," Ramsay said.

"It is the ministry's way of recognizing merchandising excellence in support of Ontario's agriculture and food industry."

Food City's assistant store manager Bob Armstrong, who attended the ceremony with produce manager Brent Redmond, said the award was a surprise and an honor.

"It was quite an achievement. Basically it is judged on 1,800 stores in Ontario and we were one of 26 winners."

In addition to the 26 awards, there were two golden award winners: one in the chain store category and one from the independent store category. As well, one chain store and one independent store winner were chosen in each of 12 territories.

"This is the eighth year we have been conducting the Foodland Ontario Retailer Award competition and, over the years, the competition has increased substantially," Ramsay said.

The other winners from Eastern Ontario were: Loblaws Superstore in Cornwall; Robertsons Your Independent Grocer, Nepean; and, Sharpes Food, Campbellford.

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