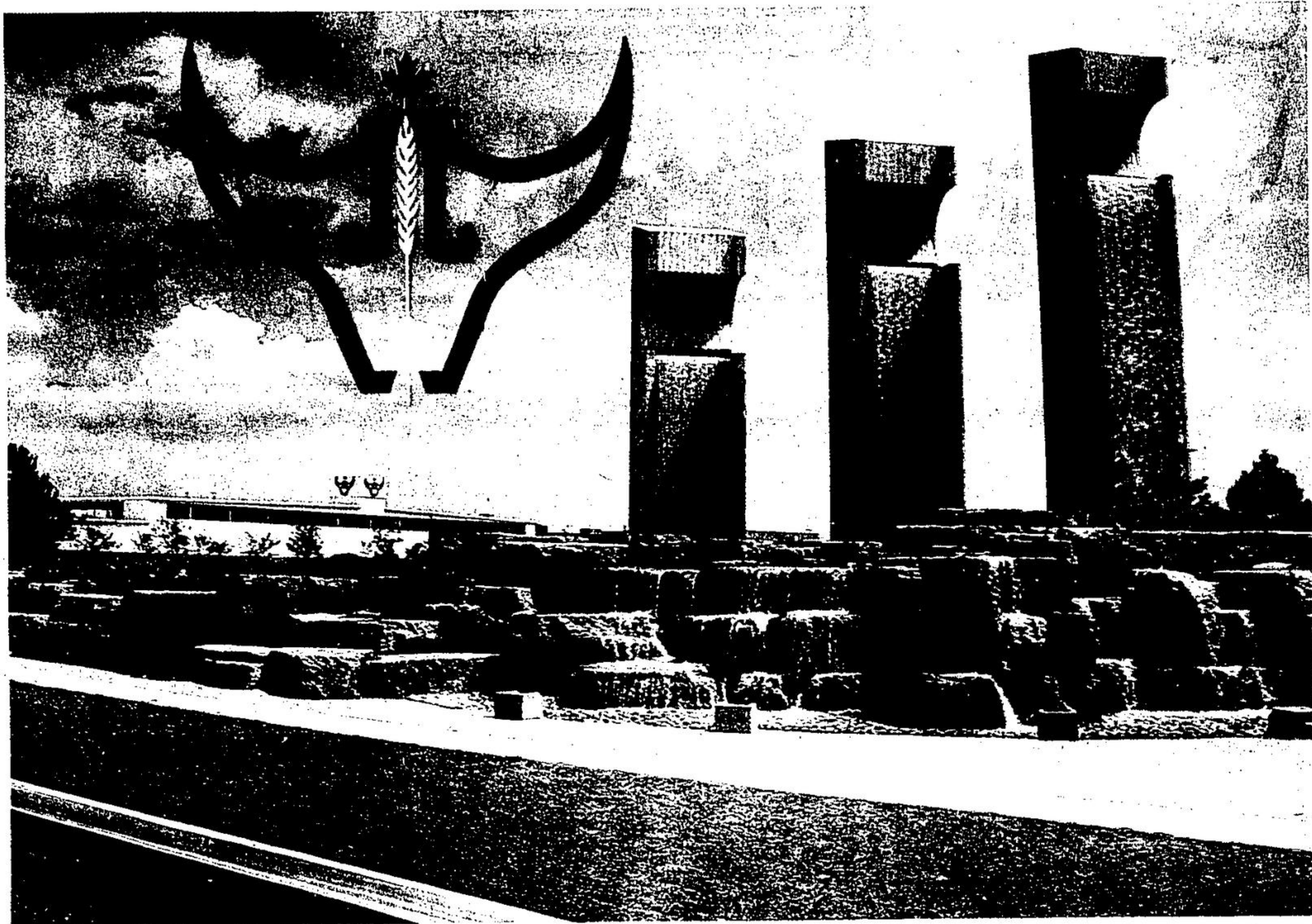


THE CAMBRIDGE/WATERLOO FOOD TERMINAL

"A Canadian dream come true!"



Knob Hill Farms Fountain reaches over 20 metres (65 feet) in the sky, recirculating up to 45,000 litres (10,000 gallons) per minute, with the water cascading over a majestic rock formation built from Niagara Escarpment limestone blocks.

Open Today August 21 - 10:00 a.m.

1991

The magnificent Cambridge/Waterloo Food Terminal - the world's largest retail food outlet - is the realization of a lifelong dream for Knob Hill Farms' founder and president, Steve Stavro.

Soon after Steve went into business 40 years ago with a simple open-air produce stand in Toronto's east-end, he began envisioning something he called a "Retail Food Terminal". And he dreamt of the day he would be able to open such an advanced food outlet.

Stavro visualized a vast covered market with a very wide selection of meats, produce and groceries - all delivered direct from the growers and manufacturers. He saw how such a store would be more efficient and economical than the supermarkets which were dominant then. With a "Food Terminal" Steve could offer the lowest possible prices and attract customers from a wider region.

In 1962 Steve turned that dream into reality when he opened his first Food Terminal in Buttonville (now part of Markham) north east of Toronto. Here he tested his regional marketing theory and found it worked.

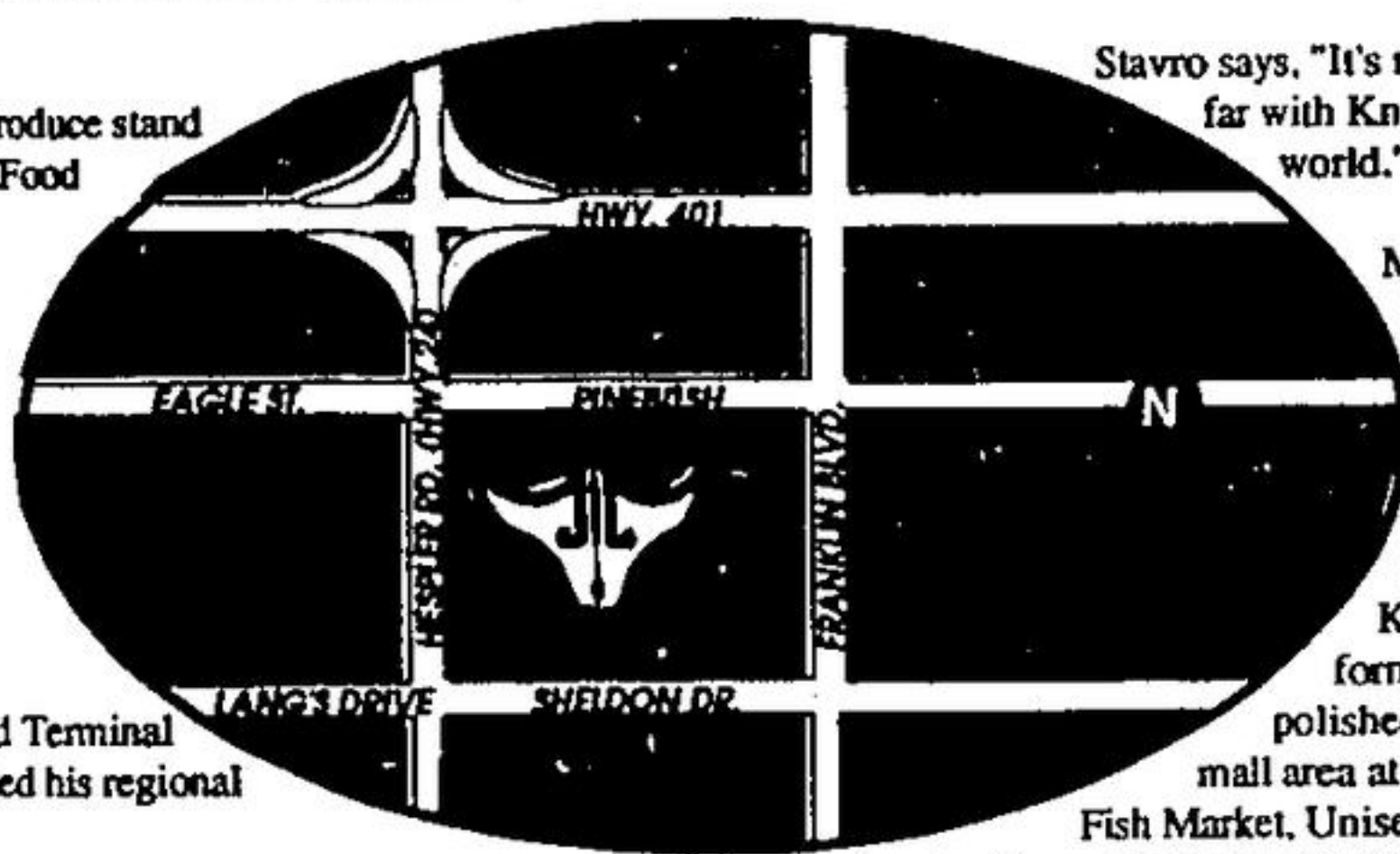
Since then, he has opened six more Food Terminals, but all in existing (or reconstructed) buildings. What makes Cambridge / Waterloo so special is that it is the first Food Terminal Stavro has built from the ground up. With no

limitations of an existing structure, he has been able to put everything he ever dreamt of into Cambridge / Waterloo.

Stavro says, "It's my Canadian dream come true. I doubt if I would have been able to go this far with Knob Hill Farms and realize this ultimate goal in any other country in the world."

Mere words cannot describe this store. Imagine a meat department with a service counter close to 500 feet long... picture a fresh produce section almost as big as a football field... and visualize 49 checkouts. It's the ultimate in one-stop shopping convenience.

Not only is this store big, it's beautiful too - both inside and out... the landscaping of the 25 acre site around the 1,400 car parking lot features the KHF landmark fountain, over 300 mature trees, and magnificent rock formations. Inside the store is a symphony in stainless steel, terrazzo, and polished granite blended with the warmth of colorful, light-hearted murals... the mall area at the front of the store features a Continental Cafe, European Bakery, Fresh Fish Market, Unisex Hair Salon, Shoe Repair, Bank Machine, Lottery/Newspaper Stand, Jewelry Shop and Mennonite Furniture Outlet.



That's the Cambridge/Waterloo Food Terminal. You have to see it, and shop it, to believe it.

Thanks...

to all the people who have made the Cambridge/Waterloo Food Terminal possible ... to the Mayor and officials of the City of Cambridge and the Regional Municipality of Waterloo ... to everybody in the construction from the architects, engineers, and designers to our own KHF construction team and all the trades and crafts people ... to our food growers, producers and suppliers and to all our KHF employees, in every store and at head office, many of whom have been with us since the early days ... to our KHF customers who have allowed us to grow ... and to my friends and family, especially my wife Sally who has worked by my side since the beginning.

Sincerely,

OPENING SPECIALS

AVAILABLE AT ALL 8 LOCATIONS

• PRODUCT OF ONTARIO • FRESH NEVER FROZEN

CHICKEN LEGS

BACKS ATTACHED
5 LB. LIMIT

1.52 kg

.69¢

LB.

• FROM THE TROPICS • LARGE SIZE

BANANAS

SELECT YOUR OWN BUNCH
5 LB. LIMIT

.22 kg

.10¢

LB.

• DEMPSTER SUNSHINE BRAND

BREAD

SLICED LARGE 675 g LOAF
• WHITE • 60% WHOLE WHEAT
• 20% CRACKED WHEAT
• HOT DOG ROLLS (8 PACK)
• HAMBURGER BUNS (8 PACK)
• ENGLISH MUFFINS (6 PACK)

MIX OR MATCH
8 LOAF
OR PKG.
LIMIT

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