

M&M MEAT SHOPS

Mac's

Milk, Meat merger a first in Canada

Shoppers will be the big winners with the marriage of milk and meat - Mac's Convenience Stores and M&M Meat Shops - in a new joint store - the first in Canada - that opens on Saturday in Acton.

A substantial investment was made to transform the former Becker's store into a Mac's 2000 - a state-of-the-art convenience store with a full line of M&M Meats products.

Approximately four years ago, Mac's acquired Becker's, and last year, along with its Mike's Mart and Wink convenience stores, became the largest convenience store company in Canada.

Mac's merchandising manager Greg Watson said the new store is the best of both stores.

"We will still carry Becker's jug milk, which is a unique product with loyal

customers, and we still carry all of the products Mac's is famous for and we'll also have a full line of the M&M products," Watson said, adding market studies showed Acton is an ideal location for the new joint venture.

Watson said M&M's customers are mostly female while Mac's customers are mainly males aged 15 to 29, and children.

"We thought this partnership would be ideal - it's a good concept and marriage."

Mac's southwest operations manager, Becky Hanna, said market studies helped determine the look of the new Mac's 2000 stores.

"The teal-coloured background is bright - we have windows across the front of the store and upgraded lighting to make it welcoming along with wider aisles, shorter and lower shelves to make the products more accessible," Hanna said.

With 12-feet of magazines and six-feet of newspapers, there's plenty to read and a new reading area, with a few small tables and chairs, will be established at the front of the store.

"We found in other areas that people like to come in and grab a coffee and then sit down and read some of the papers we'll have available," Hanna said.

The M&M Meat Shop will be run corporately by Mac's with an M&M store manager - Diane Aplin and an associate dealer - Masood Atchkzai, operating the Mac's store.

Aplin - who with her staff are known as product consultants - attended two weeks of intensive training with M&M to learn all about



MILK & MEAT MIX: Mac's Milk associate dealer Masood Atchkzai (right) tempts M&M Meat store manager Diane Aplin with a cup of coffee from the new Sunshine Joe coffee bar at the new joint store - the first in Canada. - Frances Niblock photo

the 350-plus products in the line.

"We were taught about the nutritional and fat contents of all of the products - what part of the animal they came from - how to handle, cook and serve it," Aplin said, adding she's certain Acton shoppers will appreciate the convenience of having M&M Meats - a quality name for more than 20 years, in Acton.

"I think it will be really good for the town - the town really needs something like this to boost its spirits," Aplin said, adding they will be hiring additional product

consultants.

Atchkzai, named a Mac's Customer Champion for top sales and a customer-friendly store last year - says his customers can't believe the transformation of the Becker's into an ultra-modern store.

"The response is phenomenal and people can't wait until the opening on Saturday. Many people are surprised because the store is so bright and airy," Atchkzai, adding the Sunshine Joe quick service coffee bar, with its fresh bread and snacks, has been very popular.

The Mac's store will continue to be open 24-hours a day, seven-days-a-week and the M&M Meats store will be open from 10 a.m. until 8 p.m., Monday to Friday, 9 a.m. to 6 p.m. on Saturday and from 11 a.m. to 5 p.m. on Sunday.

Some prepared frozen foods - french fries and vegetables - will be available for sale when M&M isn't open.

Mac's have expanded the Froster (Frozen carbonated beverage) introducing two new exciting flavours, Cyber Bubble and Bananatron.



COOL TREATS: Lana Paton checks out the two new flavours of the Froster at the renovated Mac's store (formerly Becker's) which is the first in Canada to include an M&M Meat shop. - Frances Niblock photo

Mac's

M&M

MEAT SHOPS