


# THE LOBLAWS PLATFORM.

## 12 promises we intend to keep.

1. We promise prices as low, or lower, than our major competition.
2. We promise the best values in weekly specials.
3. We promise more staff per customer than any other supermarket.
4. We promise the widest, most complete selection of any supermarket.
5. We promise quick and efficient check-out and parcelling services.
6. We promise the freshest fruits and vegetables.
7. We promise the finest quality meats.
8. We promise top quality and value in Loblaws brands.
9. We promise top quality and value in national brands.
10. We promise well-informed personnel who will give you the assistance you require.
11. We promise a freshened-up, clean shopping environment.
12. We promise friendly, courteous, personnel.

**Loblaws**  
More than the price is right.