



Modernization of Mayrand Anjou

Montreal, Thursday, November 11, 2021 – **Mayrand announces the modernization of its Mayrand Food Depot store in Anjou, located at 9701 Boulevard Louis-H. La Fontaine, along Autoroute 25 North, exit 9.**

A Quebec-based company, Mayrand Food Depot delivers a unique concept in food retailing that complements its Mayrand Plus foodservice distribution offer. Its stores provide both professionals and individuals with access to restaurant-quality food products, packaging and cookware seven days a week, as well as tips from passionate experts—and still with no member card required!

Mayrand has renovated its historic flagship store located in Montreal East, in Anjou. Among the strategic modernization guidelines:

- Mayrand Anjou has adopted the **new Mayrand store concept**. As part of the new Mayrand brand strategy introduced in 2018, Anjou's store identity is now aligned with that of the new locations in Brossard (July 2020), Laval (October 2020) and Saint-Jérôme (April 2021).
- The **shopping experience** has been **simplified**. New signage contributes to a faster, more fluid shopping experience. Business customers appreciate the efficiency.
- **Space** has been **optimized by category**. The new layout makes way for more products in bulk and individual formats. Market entry is accelerated and management productivity is increased, enabling direct access to a wider selection of varied and eco-friendly packaging, more diverse cleaning and maintenance products, bar mix and dairy bar areas, and increased visibility on ingredients for Asian- and Latin American-inspired cuisine.
- The **innovative cookware collection** is enhanced and closer to the store entrance. It features a display of items designed to aid head chefs and caterers in the preparation of their dishes.
- A special investment has been made in the **fresh produce** sections selling fish, meat, fruits and vegetables, where expert teams are on hand.
- **Local items** are placed more visibly in each section among over 1,200 products from here. At the same time, the Mayrand CHEF line, also created with Quebec producers, is growing.
- **Direct access to low prices** is reflected in the selection of 22 Everyday Low Price products at the entrance. This is essential for chefs and families alike during such inflationary times.
- **E-commerce services** have expanded. In addition to delivery to the Greater Montreal area, an end-to-end pick-up service at each Mayrand store is handled by a dedicated expert on site.

These major elements in the flagship's evolution were made possible thanks to the positive response from Quebec customers at all four stores. This performance allows us to continue investing and increasing the number of jobs with guaranteed hours to ensure the income of store staff.

During his meeting thanking all Anjou store employees, Mayrand Group President and CEO Mario Bélanger emphasized: “Taking care of our business means taking care of our world! Together, we're doing great things. We're getting excellent feedback on our customer service, and it's thanks to you. This renovation is all about delivering an optimized shopping experience to our customers. Now, you're the ones bringing it to life on the floor. Your eyes speak volumes; let your smile shine through those masks!”

There are 150 employees working in Anjou each week. The 80,000 sq. ft. store carries 15,000 food and kitchen items. It is open seven days a week, Monday through Saturday from 7 am and Sundays from 9 am, and has ample covered parking. Supported by a website that is fully responsive on all devices, store products can be ordered around the clock for the same prices as in store.

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