

Press Release

Nations Fresh Foods Announces its Grand Opening at Jackson Square, downtown Hamilton, Ontario

July 2, 2013 (Tuesday) at City of Hamilton

Nations Fresh Foods today announced that the Grand Opening of its store located at the west end of Jackson Square in downtown Hamilton will be on Saturday, July 13, 2013. This will be the second store under the Nations Fresh Foods banner after the first one opened in Woodbridge Square in Vaughan in August 2012.

At this downtown core Hamilton location, the new Nations Fresh Foods, which is a full service supermarket, occupies an area of 55,000 square feet, introducing a brand new concept for food store chain operation.

Its strategy is to present to its customers to **“Think Globally, Eat Locally”**. Based on this strategy Nations Fresh Foods brings innovative product offerings and design by providing a diversity of fresh products from all over the world with daily affordable prices.

Nations has inherited the philosophy of **“Where East Meets West”** from the owner of Oceans Fresh Food Group. With the diversity of Canadian society today and into the future, the Company believes that it is impossible to best serve their customers wholly without offering foods from the East within the West.

Also, the Company has a passion for delivering healthy and fresh products to its customers and their family with quality service, and at the same time, allow them to explore a new way to eat and shop for fresh healthy food. Thus Nations has its philosophy of food **“Eat Fresh, Stay Healthy”** and **“Fresh Fresh Fresh”**.

At Nations, Fresh Fresh Fresh is not taken lightly. Their fresh produce comes from all over the world. Fruits and vegetables that displayed many of its shoppers have not seen since they left their home country. The variety of produce, fresh fish and seafood, fresh meats and an European deli counter are all competitively priced.

Today Nations Fresh Foods recognizes that all of their customers are time tapped, regardless of ethnicity. As such, over one third of the Nations, Jackson Square location will feature, made fresh daily, prepared and semi prepared foods that are **“Ready to Eat, Ready to Heat or Ready to Cook”** at home. With an in-store seating area, Nations Jackson Square is all about convenience for the grocery shopper, office worker, movie go-er or quick casual diner.

With growing trend and interest in television cooking programs, Nations is finding itself as a popular destination for more cooks than ever,

Where east meets west

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seeking unique ingredients not typically available in traditional grocery stores. Nations has planned soon to offer in-store cooking show called **“You Can Cook, We Can Help”** and will be performed by our two Executive Chefs Jason and Lindsay. Chef Lindsay was the Gold Medal winner of Ontario Cooking Competition, Bronze Medal winner of whole of Canada and also she was named the Chef of the Steel City.

To strive for its goal to become an innovative leader in grocery store offerings and design and stay competitive in this 21st century, Nations strongly believes that their service and operation should include the following elements: **Healthy, Tasty, Variety, Convenience, Affordable, Fun and Sharing**, to their customers.

Nations Fresh Foods welcomes with open arms all people to visit our new store because **“Our Store, Your Kitchen – Welcome onboard!”**

To ensure that the quality of our foods and service to our customers are exemplary, Nations has been conducting an extensive free food tasting campaign and employees training in over a month’s time. To date, over 5,000 individual persons have come and tried out their food and had provided them with their valuable feedback by completing the survey forms. Just for this exercise, Nations has spent almost half million dollars in costs.

Nations wishes to send special thanks to Jocelyne Mainville, Leasing Manager, Jackson Square and Scott Kyle, Property Manager, Yale Properties for their hard work and dedication to the successful completion of this project.

Free Under Ground Parking

Nations shoppers will soon have free underground parking Monday to Friday, for one hour from 9:00am to 5:30pm, and two hours from 5:30pm to 9:00pm, week days and weekends with a minimum \$20.00 purchase before tax.

About Nations Fresh Foods:

Nations Fresh Foods store chain belongs to the Oceans Fresh Food Group, which first started in year 2001 at Grant’s in Mississauga at Dixie and Bloor. This is the sixth store of the Company chain with two in Brampton, two in Mississauga, one in Woodbridge and now their largest store and newest concept, Nations Fresh Foods, opening in Hamilton’s up and coming, multi ethnic downtown core.

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