

## Vince's Market opens new store in Tottenham

By Wendy Gabrek

The Vince's Market grocery franchise has officially opened its fourth location in Tottenham.

Occupying the previous Tottenham Foodland/IGA space, which stood empty for several years, the addition of this focus on fresh concept grocery store has led to the revitalization of the Tottenham Mall overall, and creates healthy competition in the town, which previously had only one grocery store option.

On the day of the grand opening, Sept. 22, a large crowd gathered for a chance to finally see inside the store (as the windows had been covered with paper during the renovation), and the first fifty guests got a healthy start to their shopping with a \$10 gift card. The Tottenham Vince's Market is 14,500 square feet and shares a similar layout and concept of its sister stores in Sharon, Newmarket and Uxbridge.

Vince's Market partners, Giancarlo Trimarchi and Brian Johns, were welcomed to the local business community by Town of Town of New Tecumseth representatives, mayor Rick Milne, and Ward 7 councillor Shira Harrison McIntyre, as well as representatives from the Tottenham Beeton & District Chamber of Commerce, Susan Iacoucci, and Beeton-Tottenham Business Improvement Association, Jennifer Gilbert.

The new store footprint may be smaller than conventional supermarkets, but like other Vince's locations, it caters to shoppers who realize that bigger isn't necessarily better. We're all about our 'fresh' departments, said Brian Johns, partner and director of operations. The majority of floor space is dedicated to produce, along with ready-to-go prepared meals and salads, cut-on-site meat department, expanded deli with artisan cheese, and our bakery.

A lot of Vince's customers talk about our fresh fruits and vegetables, added partner Giancarlo Trimarchi. That's what we're known for, and produce is still a core part of our business. But it is these other departments that really raise the bar, and speak to our slogan: 'because food is one of life's greatest pleasures.'

Since their first store was purchased in 1986 by president and partner Carmen Trimarchi who still makes the 5 a.m. trip to the Ontario Food Terminal this independent grocery chain has won numerous accolades. This includes Reader's Choice awards from local media, a category award in 2014 from the Canadian Federation of Independent Grocers, and recognition in 2017 as one of Canada's Best Managed Companies.

Vince's Market is a privately held company that employs more than 300 people in York, Durham, and Simcoe regions, including 130 at the Tottenham store.

In addition to the shop local element, there are even more reasons to shop at Vince's, as summarized in their 'Programs that Guide Us' link on their website.

Vince's Market is committed to rolling out specific programs that relate directly back to the core values and principles of our Mission Statement. The goal of the Vince's Market Programs That Guide Us is to ensure that each and every customer receives the very best Vince's Market experience, regardless of the time or day that you visit. Some of our programs are in place to support the very highest standard of freshness, some are in place to make your shopping experience as convenient and easy as possible, and some of them are just for fun! At Vince's Market, it is all about setting clear expectations for our team and making sure we do what we say. We still think that being open, honest and transparent is the right way to do business.

**Free Fruit for Kids Program**

At Vince's Market, we love our customers and we know that shopping with children can sometimes be tough especially when they are hungry. A lot of us have been there before and know that hungry kids often reach for unhealthy items. So to help combat this, we have set up our Free Fruit for Kids Program at the front of each Vince's Market location. In it, you will find pre-washed, seasonal fruit that is there for your kids. Let them munch on a free piece of fruit while you shop.

**Two in Line, Cashier Every Time:** If there are more than two customers waiting in line at any given time, another checkout will open.

**Store Cleaning Station:** To maintain a clean store, supervisors have stocked cleaning stations throughout the store to ensure cleaning supplies are readily available as needed, without having to leave the floor.

**Every Buggy Working:** Damaged carts are immediately tagged and taken out of service as soon as they're identified. You won't find wobbly wheels, dents, cracked handles at Vince's. These carts are kept in a separate holding area until they are removed from

site for repair.

? Fresh Milk, No Less Than 5 Days: All milk products at Vince's have best before dates no less than five days from the current date.

? Bio-Based Certified Shopping Bags: Vince's shopping bags are made from plant starch, and are bio-based certified. Oh, and at Vince's, bags are free.

? Ground Beef 3 Times Daily: To ensure absolute freshness, the Meat Team at Vince's grounds fresh beef three times a day. Everyday.

? Everybody on the Floor: At 10 a.m. and 3 p.m. daily, coinciding with busier shopping times, the entire Vince's team heads out onto the floor, to clean, restock the shelves, and interact with customers.

There's also Vince's Customer Appreciation Program, called Coterie.

?At Vince's Market, we interpret this word to mean an exclusive group of close friends. When thinking about you, our customer, there was no better word than ?Coterie' to describe you ? our exclusive group of close friends.?

Vince's Coterie Club tracks rewards in exchange for exclusive incentives. Coterie Club is free to join and the rewards are real.

Once enrolled, customers will receive an initial, ?super hot offer?.

?This is our way of saying thank you for enrolling. From there, on-going exclusive offers will range from discounts off your favourite items to free products and even community offers, such as tickets to local events.?

To sign-up, text the word YES (in capital letters) to 81018.

Vince's Tottenham is located at 55 Queen St. S., Unit 1, Tottenham, and is open:

? Mon. ? Sat.: 8 a.m. to 9 p.m.

? Sun.: 8 a.m. to 7 p.m.

Join in the conversation on Facebook and Twitter, or sign up to receive Vince's Market weekly newsletters, including their weekly product feature, information on the Coterie Program, and the recipe of the week.

For further information, visit [www.vincesmarket.com](http://www.vincesmarket.com)