



In 2007, Loblaw, the largest supermarket chain in Canada, asked us to help revitalize all of their fresh departments. This resulted in a multi-year contract, where our team was the primary engine for innovation for fresh within the company. We were involved in store operations, procurement, distribution, merchandising, marketing, store design and product development.

In the process, our team was instrumental in helping to revitalize Loblaw's conventional store business. These efforts culminated in the development of an effective culture for fresh and specialty innovation within the company and the consequent development of the Maple Leaf Garden format by the Loblaw team, to which many of Loblaws conventional stores have been converted nationally.



During our consulting assignment at Loblaw, we:

- had operational and merchandising control of two stores that were used as "labs" to prototype innovations.
- procured tens of millions of dollars of produce and specialty food items through our buying arm.
- developed and ran a distribution center that supplied Loblaw's most prominent stores in the chain, located in the Greater Toronto area, with produce and specialty groceries.
- developed and administered the IT and accounting systems to support these procurement, distribution and logistics operations.
- developed innovative programs for fresh departments.
- helped rollout specific programs into 100's of store.
- was instrumental in revitalizing Loblaw's conventional supermarket business nationwide.

Our team engaged in all aspects of innovation: conceptualization, development and implementation to include recipe development, working with manufacturers to actualize new products, prototyping of new products in stores, developing new merchandising, procurement and marketing methodologies, optimizing logistics and supply chain, creating information systems to support fresh, developing new operational procedures and processes, teaching the teachers, etc.



