



North West to Guam

Bringing three centuries of successful retail tradition to Guam and the Pacific Islands.

(See story on Page 3)



Hometown proud

Making customers' communities IGA communities.

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Marianas BUSINESS JOURNAL

Volume 7 No. 3 www.mbjguam.net June 8, 2009 - June 21, 2009



Partners in freshness and quality — SuperValu and IGA

BY JOAN MUNA AGUON



Mark Batenic

island fresh IGA will bring one of the biggest names in grocery shopping to Guam shoppers for the first time. The IGA name carries with it a standard of product quality and freshness along with the supporting infrastructure and a global reputation for giving customers what they want.

Independent Grocers Alliance or IGA, is the world's largest voluntary supermarket chain with more than 4,000 members worldwide, all of whom are independently owned and operated grocery stores. The company's slogan, "Hometown Proud," reflects its commitment to stores that service, and are products of, the communities that they serve.

For more than 80 years, IGA's exclusive store brand product line has provided customers with an attractive alternative to big-name national brands. The IGA red oval on IGA products promises the quality that shoppers and their families will grow to enjoy. IGA-brand products — products that meet customers' standards for quality and their expectations for value — are only found in IGA stores

Independent grocers and regional chains are proud, friendly, entrepreneurial business owners who have retailing in their blood. They understand that lots of hard work and good decisions are required to start and build an independent business in the face of chain competition, new formats, complex regulations and expensive technology.

Members of the IGA family face the same challenges as non-branded independents, but there's a difference; IGA Retailers are not alone. They have the access to the industry's largest group of peers and trading partners, as well as the training and retailing programs they need to make their stores the preferred shopping destinations in their communities. Moreover, they have the power of a world-recognized brand that is trusted by customers throughout the globe.

Research has demonstrated that IGA customers choose IGA because they receive the service that they want from employees they like. With IGA, customers are promised the responsiveness of a well-trained independent, community-based retailing family combined with the assurance of a trusted brand — a brand

SEE PARTNERS ON PAGE 5

A Fresh Approach island fresh IGA opens on Guam

BY JOAN MUNA AGUON

Island residents who are all about great deals and savings, now have another exciting option when it comes to grocery shopping.

On May 23rd, island fresh IGA grocery store, which is owned by The North West Company, the parent company of the Cost-U-Less stores, held its grand opening. The new store is located on Route 4 in Chalan Pago, and occupies the thoroughly refurbished, upgraded building that had been the Hita Supermarket. The island fresh IGA sign is an instant, eye-catching fixture in the village, with its bright sun and palm tree adorning the store banner.

The new community supermarket offers both convenient hours and a convenient location. It is open daily from 6 a.m. to 10 p.m. It is ideal for those who reside in Guam's southern villages, especially those who pass it daily on their way to and from work. It is also convenient for those who live in the

central area of the island, since it is less than five minutes from Hagatna and from Mangilao. Its location will undoubtedly be one of the keys to its success.

The North West Company invested more than \$6 million in the property and building to ensure that island fresh IGA would provide its customers with a clean, convenient, comfortable shopping environment that would highlight the quality and freshness of its products.

According to Ordot/Chalan Pago Mayor, Jessy C. Gogue, the feedback from the village residents has been overwhelmingly positive. "Since this is the fifth attempt to run a successful business at our Chalan Pago location, we are optimistic that between an international company such as IGA, partnered with a long-time local business (Cost-U-Less), the combination is undoubtedly a great combi-

SEE FRESH APPROACH ON PAGE 5

A fresh start



The staff and management of island fresh IGA stand ready to serve Guam customers at their new store on Route 4 in Chalan Pago. The store held its grand opening on May 23 and is open daily from 6 a.m. to 10 p.m.



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Felix P. Camacho
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A MESSAGE FROM THE GOVERNOR AND LIEUTENANT GOVERNOR OF GUAM

Hafa Adai! We extend our warmest island welcome to *island fresh* IGA supermarket and our heartfelt congratulations to its owner, The North West Company, on the renovation of the property and the grand opening held May 23.

island fresh IGA will be run under the 340 years of international retail experience of The North West Company and in partnership with Independent Grocers Alliance (IGA), the trusted supermarket network with more than 4,000 members worldwide, and with Supervalu, a wholesale food provider that has 135 years of food and logistics innovation experience. We are pleased to welcome to our island this level of experience in grocery retailing as well as the quality line of IGA products they provide.

IGA Supermarkets works to achieve an inviting, neighborly image — one that The North West Company has achieved with *island fresh* IGA by expanding the parking area, widening of the main entrance off of Route 4 and adding another entrance to the property.

We look forward to seeing their staff of 42 grow with the rest of our island in the coming years, and we support their efforts to expand to other locations in Guam and the Pacific. Their "Hometown Proud" motto is sure to radiate throughout the village of Chalan Pago and the rest of the island.

Sinseryan Magâhet,

FELIX P. CAMACHO
I Maga' Lâhem Guåhan
 Governor of Guam

MICHAEL W. CRUZ, M.D.
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A MESSAGE FROM THE CEO OF THE NORTH WEST COMPANY EDWARD KENNEDY

The North West Company is pleased to announce the Grand Opening of its first *island fresh* IGA supermarket in Chalan Pago, Guam. *island fresh* IGA is an exciting new store concept for The North West Company, which brings our passion for providing an exceptional shopping experience to our new friends and customers in Guam and soon in the neighboring islands of the South Pacific.



At NWC, we have been actively engaged in serving our customers' needs for more than 340 years beginning with our first trading posts along Canada's Hudson Bay in 1668. Today, with 225 locations, The North West Company is a leading retailer of food and everyday products and services to rural communities in Canada, Alaska, the South Pacific and the Caribbean.

What you can expect from your *island fresh* IGA store can best be summed up by its mission statement:

island fresh IGA is committed to providing an exceptional shopping experience by delivering value and reliably stocking the best local selection of fresh foods and a variety of convenience items that enrich the everyday lives of our customers.

As a Hometown Proud retailer, we strive to enhance the communities we serve by delivering helpful, friendly services in a welcoming environment, and by continuously seeking to improve.

Through the passion of employees who make delivering on our Customer Value Offer their first priority, and by always delivering on our promises, we earn customer loyalty and trust.

island fresh IGA will offer a complete shopping experience with a deli, bakery, fresh meat and fresh produce departments, a coffee and espresso bar, an adult beverage department, and U.S. and international food brands. The store will also offer an ATM and a number of other customer service conveniences. Forty-two of your friends and neighbors will be providing the passion and commitment to service in your Chalan Pago *island fresh* IGA.

With the launch of this new venture we are grateful to have the help of outstanding vendor partners. Local partners will help us provide the best local fresh foods available while our longstanding partnership with SUPERVALU will allow us to bring value in national brands from one of the largest food wholesalers in the world today. IGA is an exciting new partner who shares our commitment to providing helpful, friendly service and unwavering Hometown Proud Community support. Working with IGA, we are confident that *island fresh* will serve its community as successfully as the more than 4,000 other IGA member supermarkets located in the United States and 40 other countries across the globe.

I invite you to come by and meet Manager Steve Schmidt and our *island fresh* IGA team. They are looking forward to meeting and serving you and your family at your Chalan Pago *island fresh* IGA.

Best Regards,

EDWARD S. KENNEDY
 President and Chief Executive Officer



ENTERPRISING SINCE 1668

The North West Company

The North West Company has a history that dates back to 1668, and is the leading retailer of food and everyday products and services to rural communities and urban neighborhoods across Canada, Alaska, the South Pacific and the Caribbean.

Listed in *Manitoba Business Magazine* as one of the 50 fastest growing companies in 2009, The North West Company has a compelling and authentic history that few organizations have experienced. The company feels privileged to serve some of the most unique customers and communities in the world and to offer products and services that enhance customers' everyday lives.

The North West Company's legacy of enterprising spirit lives on as it remains one of the world's longest continuing enterprises. Today, the company operates 225 locations in 11 countries, spanning an incredible seven time zones. It embraces that heritage and strives to apply the same spirit, commitment and values that helped its founders to establish the company.

The North West Company (NWC) continues to be customers' first shopping choice for everyday products and services.

The company's guiding principles continue to pave the way to its success — customer driven, accountability, trust, passion, enterprising and personal balance.

The pioneer merchant-traders who helped establish the NWC nearly three and a half centuries ago couldn't have imagined where their efforts would lead. Today, the company, recognizes their influence as a major factor that shaped the people and the land they encountered and that forms the foundation of the company.

The North West Company is driven by a strategy aimed at growing "with and within" each market it serves. Observers can see this commitment in continuous expansion into new products and services and in the company's effort to tailor each store's merchandise mix to the community it serves. While the ongoing expansion of its food offering continues to drive sales growth, complementary products and services, including financial services, healthcare, motor vehicle and gasoline retailing, are growing contributors to its continued success.

In its grocery stores, The North West Company continues to invest in the skills and technology required to refine merchandise selection and ordering capabilities. This, combined with the insight of local managers, enables the stores to deliver the best merchandise at the best price, one community and one customer, at a time.

The North West Company which also owns the Cost-U-Less stores, is ecstatic over the recent opening of the *island fresh* IGA supermarket in Chalan Pago, Guam. *island fresh* IGA is an exciting new store concept for The North West Company which brings the company's passion for providing an exceptional shopping experience to new friends and customers on Guam, and soon to the neighboring islands of the Western Pacific.

The renovation of the former Hita

Supermarket was performed by long-time Guam-based construction company, Black Construction Corp. The North West Company invested about \$6 million to purchase and upgrade the 25,000 square-foot facility, 13,000 square feet of which is retail space. The renovation and upgrades started with the demolition of the two-story building which was connected to the existing store in order to increase the parking space so it would accommodate customers' parking needs. The company also improved traffic access and flow to the store by expanding the Route 4 entrance and adding an entrance on the east side of the store.

The new Chalan Pago store is currently managed by 12-year resident of Guam, Steve W. Schmidt. The middle management is also comprised of local residents who share the philosophy of The North West Company.

The North West Company owns 225 stores across Canada, the United States and in nine other nations. The company's stores include the Cost-U-Less brand which it acquired in 2007. But the *island fresh* IGA brand on Guam is the first such banner for the company, according to President and CEO, Edward Kennedy.

Kennedy said the company will definitely consider other villages on Guam for future community stores. The company considers community stores one of its specialties and believes in customer satisfaction.

According to Ben Piatt, Vice President for Procurement and Marketing of The North West Company (International) Inc., a lot of time and effort, as well as brainstorming went into the planning of *island fresh* IGA.

"NWC has spent the better part of two years developing, designing and planning the opening of multiple *island fresh* stores on Guam and on surrounding Pacific islands. Once fully tested, we also believe the *island fresh* concept can be a valued shopping experience in the Caribbean markets as well."

Kennedy is optimistic and said the company's faith in the Guam economy is strong and long-term despite low tourism arrival numbers. He said that he believes the island will find its way out of this economic slump and that the Guam military buildup will benefit the store.

As the oldest retailer on the North American continent, each twist and turn in The North West Company's long and colorful history represent valuable lessons and insights gained.

NWC continues to diversify and grow, and the company has never lost sight of the fact that success in business results from knowing your customers and meeting their needs.

Piatt encourages the people of Guam to experience the *island fresh* IGA concept and take a look at all the company has to offer: "Please stop by our very first location in Chalan Pago and enjoy your neighborhood market!"



island fresh IGA team members are ready to meet customers' needs at the store's conveniently located customer service counter.



The island fresh IGA Java Spot provides a place for customers to relax and enjoy a snack, a freshly brewed espresso, or even a rainbow-colored soft ice cream treat.



island fresh IGA offers shoppers a wide variety of Asian and Mexican foods.



Office of the Mayor
District of Chalan Pago - Ordot

JESSY C. GOGUE
MAYOR

May 23, 2009

Hometown Proud *island fresh* IGA
Pacific Region
Chalan Pago, Guam



To the Owners, Management, and Staff:

On behalf of the residents from the villages of Chalan Pago and Ordot, I wish to extend to all of you our warmhearted *Welcome*. It is my honor to offer you our *Congratulations and Best Wishes* on the Grand Opening of your Hometown Proud *island fresh* IGA store. We are excited that your company chose the village of Chalan Pago as the home for your retail store. This store now offers many of our residents the opportunity to shop for their daily grocery needs without having to travel to neighboring villages.

With the many successes of your international parent company, The North West Company, we are confident that *island fresh* IGA will be a business partner to our community for decades to come. Few people know that your company's success includes the operation of our island's two very popular Cost-U-Less stores for more than 14 years.

Allow me to acknowledge that I am also pleased that your store has provided many of our residents the opportunity to work in your store. I am confident that you will find our residents supportive of your overall goal of providing a wider variety of healthier retail goods to our island community.

Once again, "*Welcome and my Congratulation and Best Wishes*" to all of you.

Sincerely,

Jessy C. Gogue
Mayor
District of Chalan Pago - Ordot



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island fresh IGA offers customers the best selection of frozen foods.



The value-pack section of the island fresh IGA store offers family-sized packages of family products at prices that families can afford.



The produce section of the island fresh IGA store is unsurpassed in freshness, quality and variety.



OFFICE OF THE SPEAKER
30th GUAM LEGISLATURE
JUDITH T. WON PAT, Ed.D.

MESSAGE FROM THE SPEAKER



Hafa Adai!

I would like to express, on behalf of my colleagues of *I Mina'Trenta na Liheslaturan Guåhan*, a most sincere congratulations to the new

island fresh IGA

As Speaker of the 30th Guam Legislature, I would like to personally extend best wishes to your business as you serve our community's needs for many years to come!

Senseramente,

Judith T. Won Pat, Ed.D.

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The energy-saving lighting system at island fresh IGA is only one aspect of the company's commitment to being environmentally friendly.



The owners meant it when they put "fresh" in island fresh IGA.

FRESH APPROACH: "The location of the newly opened *island fresh* IGA store outlet is a wonderful location for many of our people who reside in the southern and central parts of our island. Variety in store selections and competition bodes very well for our island consumers. I am confident that the quality of their fresh products and other store items will be in demand to support other store facilities."

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nation for ensuring that *island fresh* IGA will be a business partner in our community for decades to come," he said.

island fresh IGA brings to Guam quality products including packaged goods, fresh produce, and even household items at great prices and with excellent customer service. Also, offered at *island fresh* IGA are more than 300 International Grocery Alliance (IGA) brand products — canned goods, paper products, condiments and other items — offered at amazing prices below the national-brand equivalent and of outstanding quality. Striving to be the community's leading shopping destination, *island fresh* IGA follows a vision statement in which community satisfaction is vital.

The *island fresh* IGA vision statement:

- We will be first with customers seeking our superior selection of value priced, always-in-stock fresh foods and convenience items.

- We will be first in our region for our helpful, friendly service and unwavering Hometown Proud community support.

- We will be first with employees by fostering an environment that promotes personal balance, in which productivity and enjoyment go hand in hand, and where employees can feel fulfilled and proud of the contribution they make to each other and our community.

The *island fresh* IGA team understands the need to service the community. In order to do this, it felt it was crucial to understand the needs of core customers on the island of Guam which consists of many people with a diversity of backgrounds, cultures and ethnicities.

island fresh IGA believes that to serve the Guam community to the best of its ability it must rely upon many of the island's local vendors who have established their business on Guam and are familiar with the needs of, and are members of, these groups. Not only does providing these products fill the needs of *island fresh* IGA customers, it fills an important role on Guam by demonstrating responsible corporate citizenship, supporting local commerce and becoming an integral part of the island's economy in several ways. *island fresh* IGA will continue to put forth not only the local items requested, but will be "first to market" with fresh new items.

"Our residents are not only pleased at the fact that *island fresh* IGA is making every effort to offer retail goods at competitive prices, but they have offered to our residents competitive job opportunities in a struggling economy," Mayor Gogue said. "And, having had the opportunity to speak with the owners and managers of this new store, they have shared with me their excitement about how they look forward to not only operate their business within our village but to assist us in finding ways help improve our community. I look forward to this partnership, and believe they are committed in playing an active role in defining Chalan Pago and Ordod as a great place to live and raise a family."

Sen. Frank Aguon, Jr. who is the chairman of the Committee on Economic Development for the 30th Guam Legislature is grateful for the opening of *island fresh*

IGA and wished the store continued success for many years to come.

"I am extremely appreciative to the owners and management of *island fresh* IGA. The recent opening of the store reinforces the economic opportunities that continue to exist on Guam, particularly in light of the impending military-Guam buildup," Aguon said, "The location of the newly opened *island fresh* IGA store outlet is a wonderful location for many of our people who reside in the southern and central parts of our island. Variety in store selection and competition bodes very well for our island consumers. I am confident that the quality of their fresh products and other store items will be in demand to support other store facilities."

island fresh IGA is proud of the fact that it has hired more than 40 local employees, who will be providing products and customer service to their friends, relatives and neighbors. The store is committed to its employees as well. It will ensure that all members of the *island fresh* IGA team will be able to take pride in the work that they do and that they will feel that they are, in fact, integral parts of the *island fresh* IGA family.

Aguon said that the employment opportunities and jobs provided to more than 40 of Guam's residents will allow these individuals to increase their ability to provide for their families.

Aside from offering quality items and produce, the 25,000-square-foot facility, of which more than 13,000 square feet is retail space, features an array of services that many island residents will enjoy — such as the hot, prepared-food counter.

The counter serves hot pizzas, deli sandwiches, baked goods, burgers, meals-to-go and much more. It is a service that is perfect for anyone who is in a rush or who is looking for a quick but delicious meal for the whole family to enjoy.

The store also features an espresso and ice cream kiosk which serves up both hot and iced coffees and beverages. One of the customers' favorites is the soft-serve ice cream, which is a cold, delicious treat, great for cooling off, and that children love.

For those who want to take a break and who wish to enjoy the many tasty treats *island fresh* IGA offers, there is a seating area for customers to relax and eat. Is there a special event or party coming up? You can mark the occasion with a bouquet of fresh flowers or balloons which can be found at the store's gift area.

island fresh IGA, as well as the other banners at The North West Company, are continually looking for ways to be better stewards of the local environment as well as decreasing dependence on energy. The company is very proud of the new refrigeration equipment which will operate at a 25% energy efficiency compared to standard refrigeration cases. Customers will also notice a difference in the store's overhead lighting as well as that in the low-temperature cases, which feature energy-efficient LED lighting.

Committed to customers, employees, the community and the environment, *island fresh* IGA pays attention to the details that will make it the island's first choice for grocery shopping.

PARTNERS: "We look forward to a long and productive relationship with The North West Company, and to delivering IGA's promise of neighborly, community-focused customer service to the people of Guam,"



The SUPERVALU distribution center in Tacoma, Wash.

CONTINUED FROM PAGE 1

that brings a powerful avenue for savings with a quality-controlled private label offering that is equal to, or better than, national brands, and is customized to meet the regional needs of the store. The red IGA oval label is both distinctive and comfortably familiar.

The IGA commitment doesn't end in the store. Community involvement is second nature to IGA retailers because they live in the communities they serve. Simply put, they want to use the IGA brand and its resources to strengthen their hometowns and the lives of their customers. Day in and day out, IGA retailers give back by sponsoring events within their communities, contributing to school programs and helping out wherever they can. It's the IGA Hometown Proud way, and it's alive and well wherever IGA stores exist.

IGA has been growing in Australasia since the middle 1980s when it was invited to bring the IGA Brand to Japan and Australia at the same time. Since then, IGA Australasia has become a very strong market for IGA. Currently, IGA has about 1,400 stores in Australia, 1,000 in China and is continually breaking into new Asian and Pacific territories. As world population and economic centers shift due to global demand, the company sees a vast opportunity for continued expansion.

According to IGA Chief Executive Officer Mark Batenic, that area of the world has always been home to family businesses, and IGA is an ideal fit.

IGA currently has stores in Australia, China, Japan, Korea, Malaysia, Papua New Guinea, the Philippines, Singapore, Thailand, and with the opening of *island fresh* IGA, the company now enters Guam, Batenic said.

He added that the company is extremely pleased to join with The North West Company to bring the IGA brand to Guam.

"We look forward to a long and productive relationship with The North West Company, and to delivering IGA's promise of neighborly, community-focused customer service to the people of Guam," Batenic said.

island fresh IGA is proud to bring its new Guam customers the buying power of one of the world's largest food wholesalers, SUPERVALU.

SUPERVALU is also a leader in grocery retailing, providing it with a combined expertise in retail, as well as logistics and supply-chain operations - two highly complementary core competencies that will benefit the consumers of Guam. SUPERVALU is grounded in a rich, 135-year history of food-logistics innovation.

Among the special competencies that SUPERVALU and The North West Company bring to the Guam market is their expertise in providing food and logistics solutions to remote, isolated locales. More than 30 of the stores that SUPERVALU currently supplies are located in rural Alaska. The two companies are excited about servicing the people of Guam. SUPERVALU has more than \$40 billion in annual sales and 35 distribution centers that cover a total of 21 million square feet.

Its size and scope give SUPERVALU the buying power to procure products more efficiently than other suppliers and to offer some unique items as well. Out of its Tacoma distribution facility it carries more than 35,000 items and has access to many others through food partnerships.

SUPERVALU is constantly fine-tuning its grocery retail offerings to make sure it offers the best formats, product categories and value. The company understands that the term *value* can mean different things to different customers. They also understand that *service* is uniquely defined. With a blend of grocery and general merchandise retail offerings — from extreme value to price superstores and supermarkets — SUPERVALU gives shoppers a full range of options.

It is with a strong tradition of fresh thinking that SUPERVALU approaches an ever-changing market. SUPERVALU has a history in food logistics innovation that spans more than 13 decades. Through innovation and focus, SUPERVALU has grown to service more than 5,000 retail

island fresh IGA in Chalan Pago, Guam held its Grand Opening on May 23 and hundreds of island residents stopped by for bargains, quality products and to meet the owners, management and staff of their new community store.



Cutting the ribbon were (left to right) Steven Schmidt, Store Manager, island fresh IGA; Tom Kallio, Vice President and General Manager, Cost-U-Less; Edward S. Kennedy, President and Chief Executive Officer, The North West Company; Ben Piatt, Vice President for Procurement and Marketing, The North West Company (International) Inc.; Mayor Jessy C. Gogue, Chalan Pago; Scott Schmidt, regional manager, island fresh IGA.



Hometown Proud.



Keeping the freshest products on the shelves is continuous work.



Neighbors serving neighbors at island fresh IGA.



Another winner at island fresh IGA.



Guam shoppers took advantage of the bargains at island fresh IGA, their new community store.



Service with a smile at island fresh IGA.



Mayor Jesse Gogue of Chalan Pago welcomed Ben Piatt, Vice President for Procurement and Marketing of The North West Company (International) Inc. and island fresh IGA to the village.



Hundreds of Guam shoppers entered the Grand Opening Day drawing.



The island fresh IGA team always provides efficient, friendly service.



Steven Schmidt, Store Manager of island fresh IGA.

What customers say

"I attended the Grand Opening and I was impressed by the outstanding customer service right from the get-go. While I made my way through the aisles doing my shopping, I came across great deals that even beat out other stores I have shopped at previously. All the while, my teenage daughter hung out at the sitting area enjoying the soft-serve ice cream. I admit, it used to be a hassle to take my kids because they would complain that they would rather be doing something else but now, it's any excuse to go to *island fresh* IGA!"

—Dee Cruz, Agana Heights

"I am a resident of Mangilao so for me, it's all about getting all my shopping done in one place and somewhere that is conveniently located. I had heard about the opening of *island fresh* via a few friends who had told me to check the local newspaper and I saw pages of deals and value. When I was done with all my shopping not only did I find everything I needed but I looked at my receipt and noticed I spent about \$50 less than I would have at the other store I shopped

at. I plan on doing my shopping there now!"

—Christie Blas, Mangilao

"I have a huge family and I decided to check out *island fresh* IGA to see what kind of savings they had to offer. I came across the IGA items and I realized I would be saving more than I would if I were to buy national brands but I was still getting that top quality. Aside from the wonderful savings I was also able to buy some ready-to-eat pizzas for the family for dinner. I think the store is equipped with incredible features that many island residents will benefit from and I am looking forward to more stores opening up — hopefully in the near future."

—Kevin Anthony Delgado, Mangilao

"I work crazy hours and I attempt to multi-task any chance I get. I was on my way home and I ran into *island fresh* IGA to grab a few items for a family gathering and what was only supposed to take five minutes turned into a half-hour. I came

out with more items at a great deal and ended up getting a much needed coffee jolt at the java kiosk. For the past few days, I have stopped in before I head to work and grabbed something to eat and even coffee, and on my way home, I have picked up something for dinner. Quick and good prices. and still it doesn't sacrifice taste."

—Melene Quenga, Chalan Pago

"Everything from the produce, the hot food area, to the low prices, I am certain that many customers were taken aback by the deals. I believe it was a smart move to have opened the store right in the village of Chalan Pago because residents who live all the way down south have a shorter drive! Also, *island fresh* IGA has by far the best customer service. From the minute I walk through the doors to the time I am paying for my items, every employee greeted me with a smile. It's little things like that, that make me a repeat customer."

—Frank Candaso, Barrigada

PARTNERS: CONTINUED FROM PAGE 5

endpoints through its supply chain and support services.

Since 1870, the enduring mission of SUPERVALU's employees — now totaling approximately 200,000 — has been to serve the company's customers better than anyone else could serve them.

SUPERVALU's approach and accomplishments have earned considerable recognition within and beyond the industry. Among these are:

- o Fortune 500 Company

- o Fortune Most Admired Company
- o Forbes Platinum 400 Company

SUPERVALU has teamed up with The North West Company International to open the first IGA store on Guam, *island fresh* IGA, located in the village of Chalan Pago.

Such SUPERVALU-distributed brands as Wild Harvest, Culinary Circle, Arctic Shores, Nutri-Plan, Baby Basics and many more, are more value-priced than the leading national brands. SUPERVALU of-

fers a wider selection of affordable products — from kitchen essentials like sugar and flour to high quality meats and specialty items — that will suit the needs of the entire family.

The North West Company has the desire and the commitment to grow both on Guam and in the Pacific Islands, and IGA and SUPERVALU will be alongside to support its work with great food products and food-logistics expertise.

How island fresh IGA got its name



Mike Benson

In order to name the new store, the company held a "Name your Store" contest. Ben Piatt, Vice President of Procurement and Marketing for The North West Company (International) Inc., laid out the challenge to employees in all of the different stores and locations in the North West Company.

"What will be the identity or best things about this new store?" he asked the employees and then proceeded to answer the question. "Great customer service! Outstanding perishable departments with the highest quality and assortment available! Meaningful weekly ads that offer discounts on the things you need and want everyday! Bright, clean, and well-merchandised displays and presentations for you to enjoy while you shop! Seasonal and impulse general merchandise! Pride in being part of an organization that delivers these services to markets potentially underserved by the retail industry! And don't forget, this name will be used for multiple operations as this new banner is developed throughout the South Pacific and Caribbean regions."

The top five suggestions were picked by Rex Wilhelm; President of The North West Company (International) Inc.. Then Edward Kennedy, CEO of The North West Company, made the final selection and he determined that the winner was Mike Benson, regional meat manager of Cost-U-Less, who operates out of the St. Croix, Virgin Islands store location. As the lucky winner Benson was flown out to Guam for the *island fresh* IGA Grand Opening celebration!

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