

# Media Release

Vince's  
MARKET



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## Vince's Market opens new store in Tottenham

Focus is on 'fresh,' with expanded deli, bakery and cut-on-site meats

**TOTTENHAM, ON, September 22, 2017:** Early morning crowds gathered for the long-awaited Vince's Market store opening at 55 Queen Street South. This 14,500 square foot "fresh food experience" is the fourth Vince's location, joining Sharon, Newmarket and Uxbridge.

An enthusiastic local audience was on hand for the 8:00 a.m. ribbon cutting, that included Town of New Tecumseth Mayor Rick Milne, Councillor Ward 7 Shira Harrison McIntyre, representatives from the Tottenham Beeton & District Chamber of Commerce, and from the Beeton-Tottenham Business Improvement Association. And, of course, new Vince's customers.

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."

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### About Vince's Market:

Vince's Market is a nationally recognized and award winning, small footprint fresh food retail chain. This privately held company employs more than 300 people in York, Durham, and Simcoe Regions, serving the communities of Sharon, Newmarket, Uxbridge and Tottenham. In 2014, their Newmarket location was awarded 2nd place in Canada for their category from the Canadian Federation of Independent Grocers. In 2017, the chain was recognized as one of "Canada's Best Managed Companies."

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