

Media Release

Vince's
MARKET



Vince's wins 'Retailer of the Year' at recent 2019 DCI Star Awards

NEWMARKET, ON, July 2, 2019: Vince's Market has been honoured yet again for excellence in the retail food industry. At the DCI Star Awards, now in its third year, nominees were recognized in a variety of categories, with Vince's earning the prestigious title: "Retailer of the Year."

According to judges, the independent grocer has been continually reinventing itself, keeping a pulse on the industry and serving their community, not to mention investing in new ventures like the Market & Co. location at Upper Canada Mall.

Management team member Nigel Oliver, who was on hand to receive the award, couldn't have been more proud.

"This is a validation of all we do at Vince's, in terms of giving customers an experience of freshness, quality and convenience," he said. "And at Upper Canada Mall, we deliver this in a 'grab and go', immediate consumption environment. Market and Co. carries the largest proportion of freshly-prepared Vince's Own products of any of our locations."

To keep up with demand for these, and enhance efficiencies, Vince's relies on a robust commissary operation. "By rationalizing product variety and focusing on our most popular items – soups, salads, prepared meats, chilis, and pasta dishes – we are able to master our quality, and craft an even better product," he explained. "Our goal is to deliver fresh Vince's Own prepared foods to our stores daily before 8 am, 365 days a year. How do you get better than that?"

Vince's Market is also known for listening to shoppers, continually monitoring and fine-tuning their product assortment, and bringing in what customers are requesting.

"For example, we are increasing our assortment of plant-based products," noted Oliver. "We are starting to carry more 'better-for-you' items, and replacing some of the more traditional ones. Customer feedback is extremely positive."

Look for continued innovation in 2019 through the Explore Discover Share in-store sampling program, expanded self-serve bulk staple items, and other initiatives.



From right: Vince's partner Giancarlo Trimarchi, and management team member Nigel Oliver.

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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 and 2018, the chain was recognized as one of "Canada's Best Managed Companies." For further information, visit www.vincemarket.com

Related Images:



Vince's Market - Sharon



Vince's Market - Newmarket



Vince's Market - Uxbridge



Vince's Market - Tottenham

Contact Neil Moore for high-resolution images.