



CENTRAL ALBERTA CO-OP PLAZA FOOD STORE CLOSURE FREQUENTLY ASKED QUESTIONS



Why is Central Alberta Co-op closing the Plaza Food Store?

Central Alberta Co-op has a responsibility to their entire membership to ensure long-term sustainability is maintained. As a result, we must adapt, and sometimes tough decisions are necessary to remain viable. Following several months of review and after careful consideration by management and your Board of Directors, this very difficult decision was made. In addition to facing an October 31, 2019 expiration of our lease, there were many things considered when making this decision and please know it was not made lightly. The City of Red Deer has developed over the years, and residential neighborhoods and their shopping habits have shifted as a result. People are choosing to shop at locations located in, or closer to their neighbourhoods, rather than shopping our downtown location. Looking back, 56 years of providing services to our member customers is something to be extremely proud of. We are not looking at this decision simply as a closure but as a celebration of the years that this location has operated.

What date is the store closing?

We will be ceasing operations summer 2019. Store signage indicating our official closing date will be posted in advance at the Plaza location. However, our Pharmacy will remain operational as this department will be relocated to a new downtown location. Further details will follow.

What does Central Alberta Co-op's future look like?

One of our Brand Values is Responsibility – committed to employees, members and community. We are not exiting the food business and will continue to provide quality products and excellent customer service from our Deer Park and Timberlands Food locations. Providing for our member/customers with support for the communities we do business in will continue to be our top priority and we will continue to look at all opportunities to grow your Central Alberta Co-op.

Will other locations be closing?

No, there are no other Central Alberta Co-op locations closing.

What will happen to the Team Members at the location?

We will work within the guidelines established in the collective agreement we have with UFCW with our team members seeking out opportunities we may have at our other locations or from neighbouring Co-ops if desired.

What happens to my equity? How do I get my equity if I only shop at this location?

Your equity stays the same and will continue to grow with purchases from other Central Alberta Co-op locations. According to our by-laws, equity can be withdrawn when a member turns the age of 65, moves out of the trading area or it is paid out to the estate.

Will current Seniors' Bus and Delivery services provided by this location be moved to one of the other Central Alberta Co-op Food locations in Red Deer?

Yes. It is our plan to continue providing essential food and prescription services to those unable to get to one of our locations. Central Alberta Co-op is committed to continue services provided by Plaza Food Store, such as grocery delivery along with the Seniors' bus program. The only change will be the phone number you will call to place your order or where the bus will take you to. You can expect to receive the same friendly service that you have become accustomed to when shopping at any of our remaining Co-op locations.

Are there plans to open another food location downtown?

Currently we are not planning on opening another food location downtown.

Who do I speak to if I have questions?

Please contact:
Gerald Hiebert, Chief Executive Officer - g.hiebert@centralab.coop
403-309-8914

Thank you for 56 years!