

Dean & Wendy's



Dartmouth Crossing

We came all the way out here to tell you in person.



We're Dean and Wendy, and after 28 years with No Frills we'd love the chance to run the new store at Dartmouth Crossing. It started in 1998 when Dean opened a brand new store with a brand new staff in North Bay. In 2007 came Beamsville, a new build with an existing staff. Wendy joined the business in 2015, and four years ago we took on Owen Sound, an existing store with an existing staff. Three very different stores, and every one of them taught us how to adapt, how to read a market, and how to build a team. We've been coming to Nova Scotia for over 20 years, and it's our happy place and our dream location. We're present owners who work alongside our staff and stay involved in the community, and Dartmouth is growing and changing fast. We believe we've got what it takes to make Dartmouth Crossing the number one shopping destination on the East Coast.

Our name goes on the wall the day we open.

BIG ON VALUE.
BIG ON COMMUNITY.

"We work to earn your trip every week. Full shelves, fair prices, and a store that feels like Dartmouth. Thank you for making us part of your community."

DEAN AND WENDY, NO FRILLS OWNERS, DARTMOUTH

Optimum

NOFRILLS

PRICE MATCH

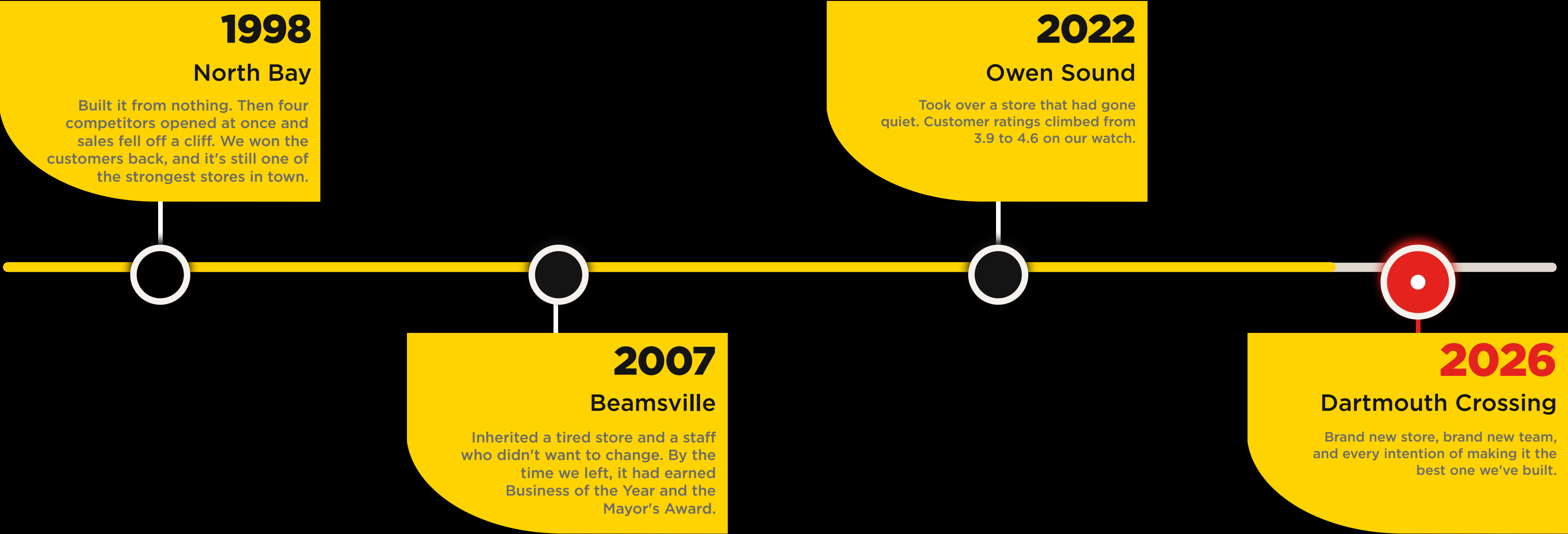
PRICE DROP

FRESH GUARANTEED

We spend every day after making sure it's earned.

Three very different stores. Same result every time.

Every store we've taken on started somewhere different. One we built out of an empty box. One came with a tired team that didn't want us there. One had quietly stopped trying. None of them looked alike, and none of them came with a playbook that carried over from the last one. What carried over was us. We figure out what a store actually needs, we do that thing, and we don't quit until the sales and the people both come around.



The stores had nothing in common. The way they turned out did.

When the store wins, the banner wins. That's what we build.

Anyone can react. The truck's late, the season turns, a competitor opens down the road, and most owners scramble to catch up. We'd rather see it coming.

28 years taught us to read the calendar, the weather, and the community before any of it reaches the door, and to be set up before it arrives. That isn't extra effort. It's just how we think.

- Deliveries come daily, but you can't count on any single truck. So we read the patterns, the weeks the community shops heavy, the holidays that spike, the winters that close the roads, and we've got the product on hand before a shelf ever goes light.
- A report tells you how the store's doing. The floor tells you the truth. The business keeps us in the office plenty, but never off the floor, because that's where you catch what's slipping and show the team the standard instead of describing it.
- We build teams, we don't just staff them. Deliberate hiring, steady coaching, honest reviews, and the nerve to move on someone who won't meet the standard. Some of our best people started out resisting every change we made.
- Head office bets the business on its programs and funds them heavily. We run every one the way it's meant to be run.

That's what earns the name on the wall.

**We grew a store that had everything working against it.
Dartmouth doesn't.**

When we took on Owen Sound, it had zero population growth *and* a new competitor down the road...

But we still grew it

21%

all organic, all execution

If we grew that store, imagine what we do with this one.

A store can serve a town.

We want Dartmouth to claim us as its own

This isn't a promise, it's a habit. At North Bay we ran school food drives that grew into a contest between the schools, and we teamed up with the other local owner to build the banner across the whole town, not just our own four walls.

The kind of things we hope to build:

- Schools first. The same food-drive competition that worked up north, likely starting with John MacNeil Elementary, schools competing for who raises the most, winning school gets a pizza lunch on us.
- Feed Nova Scotia. Donate surplus and near-code product instead of landfilling it. Feeds people, cuts waste.
- Sport and youth. Look at backing the minor leagues and cricket, where a lot of Dartmouth's newer families already gather, along with the cadets, and see what reach makes sense with the Mooseheads.
- Shearwater. Be the everyday store for a naval community that's growing with the new fleet, and stand behind the families who serve.
- The shelves. Stock for the Dartmouth that actually shops here. A community proud of its diversity wants a store that carries what it eats.
- Team up locally where it makes sense. In other markets we've found sponsorships and community pushes go further when local owners pool in together instead of each store going it alone. We'd look at whether that's possible here too, same instinct we've always worked with, just applied to a new market.
- Show up, then stay. An opening weekend worth turning out for, and a steady presence after, not a one-time splash.

You earn a town like this. You don't just move in.

Nova Scotia has been the plan for two decades.



Twenty-nine years in this business, and somehow it still doesn't feel like that long.

We came out to Dartmouth Crossing to say this in person rather than just put it on paper. Nova Scotia's been our happy place for twenty years, lobster rolls included, and putting a store here isn't a new idea for us, it's the one we've been waiting on.

Twenty-eight years of running different stores, different volumes, different staff, different customers, taught us the same lesson every time: adapt, and put in the real work developing the people around you. Showing a team the standard beats describing it, every time.

That's what we bring here too. Full shelves, fresh produce, a clean store, and a good experience from the moment someone pulls into the lot to the moment they leave. We intend to make Dartmouth Crossing the store this community defaults to, not the store still trying to catch up to Costco and Walmart down the road.

We've got a donair and a lobster roll waiting on us, so that's it for now. There's more coming in this proposal. Thanks for having us.



Dartmouth Crossing is it.

We're not renting a house. We're buying one.



We're not testing Dartmouth out. We're moving our whole life here, buying a home, and settling in for the long build. We know what that looks like, because North Bay is still one of the strongest stores in its town 28 years on. Here's the Dartmouth version.



By 2036:

- The store is the one people in the crossing default to, holding its own next to the Costco and the Walmart instead of living in their shadow. The people we hired green at the start are running departments by then, a couple of them managers, because that's how we've always built a team.
- We're locals. We shop here on our days off, we're known at the counter and on the street, and somewhere along the way this stopped being the place we moved to. It's just home now.
- The fall food drive is something Dartmouth counts on, the way North Bay's still is. Add a decade of cricket seasons and minor-league banners with our name on them, and nobody thinks of it as the grocery store getting involved anymore. It's just what we do here.



Ten years in, we want to be the store Dartmouth names first,
and the neighbours it forgets ever came from away.

That's the name. Now let us earn it.

Thanks for your consideration

