

\$10 million investment in Granby **Avril Supermarché Santé's new Logistics & Distribution Center officially under construction**

Granby, September 28, 2017 - Only mere weeks after opening a 7th branch, Sylvie Senay and Rolland Tanguay, the founding owners of the Avril Supermarché Santé supermarket chain, officialised the construction of a new Logistics & Distribution Center, located in Granby's industrial park. This \$10 million project is part of Avril's growth strategy and is a major milestone for the business that opened shop in Granby in 1995.

The reality of a fast growing business

Since purchasing the vacant lot earlier this summer, located at the corner of Cowie and Luxembourg Streets, near David-Bouchard Boulevard in Granby, business is just booming at Avril. The current warehouse's capacity can no longer meet the company's needs and the 8-month timetable is a tight one. The new Logistics & Distribution Center must be ready to service the biggest Avril branch ever built, scheduled to open in Laval in May 2018. "This is a growing business! We are very grateful for the help we have received from municipal authorities and from Mr. Patrick St-Laurent, General Manager and Éric Tessier, Director of Development at Granby Industriel. I want to emphasize that Avril was founded here and Granby will remain at the center of the company's activities," explains Rolland Tanguay.

Logistics and distribution under one roof

The 2-storey, 120,000 square foot Logistics & Distribution Center will become the hub of the company's operational activities and will take supply chain management to the next level. It will also include:

- A central kitchen servicing all of Avril's restaurants with food prep and take-out meals.
- A production line for the packaging of Avril's home brand *Naturally*.
- An e-commerce fulfillment center for Avril.ca's online store.
- Office spaces.

Future 120,000 ft² Logistics & Distribution Center



Over 30 jobs created

In Granby alone, Avril currently employs more than 160 people at its head office, its Évangéline Street branch and its current warehouse on Georges-Cros Street, representing a payroll of \$7 million. The new Logistics & Distribution Center will create over 30 additional jobs. "The demand is strong for organic food as well as natural supplements and cosmetics. We have a growing need for qualified staff to fill various positions within the company. This is true on the distribution side, but also on the operations, purchasing, marketing and human resources fronts "says Sylvie Senay, co-owner.



From left to right: Luc Auclair, Construction Longer; Éric Tessier, General Manager at Granby Industriel; Sylvie Senay, owner of Avril Supermarché Santé; Pascal Bonin, Mayor of Granby; Rolland Tanguay, owner of Avril Supermarché Santé; Robert Vincent, City Councillor; Patrick St-Laurent, Director of Development at Granby Industriel.

Avril, a 100% Quebec company

Avril is an independent Quebec chain founded in 1995 by co-owners Sylvie Senay and Rolland Tanguay. The company now employs more than 600 people and has 7 seven stores in Quebec (Granby, Longueuil, Brossard, Lévis, Québec, Magog and Sherbrooke), which distinguish themselves by offering organic and natural alternatives to food, supplements and cosmetics. An 8th store will open in Laval in 2018. The company is headquartered in Granby. Construction of an 118,000 square foot Logistics & Distribution Center will begin in September 2017. Avril also operates the avril.ca online store.

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