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**For Immediate Release**

Contact: Sariah Best-Joseph  
Public Relations Manager  
Consolidated Foods Limited

**CFL staff celebrate achievements in a challenging year**



Kelvin James gets Top Prize on May Day

**“Thank you for your commitment and dedication in spite of the many challenges which confronted our sector last year”.** This was one of the main messages delivered to employees of Consolidated Foods May Day celebrations last Friday. Hundreds of employees of Super J and Mega J (which make up CFL)

spent the day at the Castries Comprehensive School to reflect on the past year, celebrate the company’s achievements over the last year and to socialize.

CFL’s Managing Director Andre Chastanet noted that despite many challenges, CFL as a local company has run a successful operation. This he attributed to the hard work of the team and a commitment to remaining focused on providing a quality retail service to customers and reinvesting in the community.

“We have raised the standards of food retailing in St. Lucia and we now need to accelerate and broaden all our efforts. We have a vision of where we want to take the company and our strategy is working. As we move with a new sense of urgency, every team member can make a difference in making our business even stronger,” Mr. Chastanet told the gathering.

In similar vein Guest Speaker for the day, Art Freedman of Ace Hardware in the USA urged employees to rally behind the company to become more efficient, more productive and to eradicate complacency from the organization.

As part of the May Day programme employees were recognized for completing specially designed Pathways long distance learning courses with Cornell University in the USA. These courses are fully funded by CFL and give employees the opportunity to turn their jobs into rewarding, lifelong careers in the supermarket industry. Top students of the programme, and the three top Super J stores were recognized for their success in this programme. They received trophies and honours certificates for their achievements. Steven Solomon, a Grocery Supervisor at Super J Boulevard received an **Advanced Pathways Award** (he received an award for the Most Outstanding Trainee in 2007) while Joycelyn Flood, Manager of Super J Sunny Acres received the first Professional Manager Award.

A much anticipated part of the programme activity was the announcement of the winners of CFL’s new staff recognition programme. This programme is designed to reward employees, departments, and stores that go beyond the call of duty (through exceptional customer service, flexibility, team spirit, and helpfulness among other factors) to make CFL “the most successful supermarket chain of the Caribbean region”. Kelvin James of the Perishables Department who gained the most recognition points since the introduction of the programme received the top prize of \$10,000, while Shoan Peters of the Perishables (Inventory) Department and Flavia Francis of Mega J each received \$5,000. The staff of Super J Boulevard, CFL’s Choc Warehouse & Perishables Purchasing Department won the group recognition prizes which entitled them to 10% extra bonus. As is the custom on May Day, all staff received bonus cheques for their contribution to the profitability of the company.

The day ended on a high note with a fun sports competition among various locations. The Green team comprising Super J Rodney Heights, Rodney Bay & Sunny Acres employees were the overall winners crowned “King of the Zones”

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