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Festive Weekend at Super J and Big J's
Customer Appreciation Weekend - September 12th, 13th and 14th

Consolidated Foods Ltd. this week officially launched its Customer Appreciation weekend slated for **Friday September 12th through to Sunday September 14th** at all Super J supermarkets on the island and Big J's Wholesale Club. The launch took place on Monday afternoon, through a special ceremony at Super J Sunny Acres, during which company officials emphasized the importance of building a positive customer relationship aimed at ensuring maximum satisfaction at all times.

The customer appreciation launch ceremony was also used to highlight the Super J customer pledge, which explores various situations which may arise in store and provides answers to customers on what corrective measures to expect of the staff in such circumstances. The company also re-introduced the Gold Citizens programme through which seniors with an NIC gold card qualify for further discounts at all Super J stores. Augustine Louis, Marketing and Communications Manager of the NIC was one of the speakers at the launch and he used the opportunity to reinforce the link between the two organizations.

In his remarks Andre Chastanet, Managing Director of CFL emphasized that as part of its quest to become the most successful supermarket chain in the Caribbean, Consolidated Foods Limited has been working very hard on all aspects of its operations. He highlighted the company's global sourcing, emphasis on training and retaining of staff, and its focus on finding ways of becoming more cost competitive. The company's new strategic direction and expansion plans through the introduction of MEGA J were also touched on in the MD's address.

During the customer appreciation week-end a festive atmosphere will be created at all the outlets including entertainment during the peak hours at each store (Super J Pan Exodus, Hanco Steel Pan, Blind Welfare Band). Customers can also expect specials on selected items, tastings, give aways and instant wins throughout the course of the weekend.