

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.**

Optimum

QNOFRILLS

PRICE MATCH

PRICE DROP

FRESH GUARANTEED

“We are proud to serve this community that is built on kindness and diversity. Thank you to our customers.”

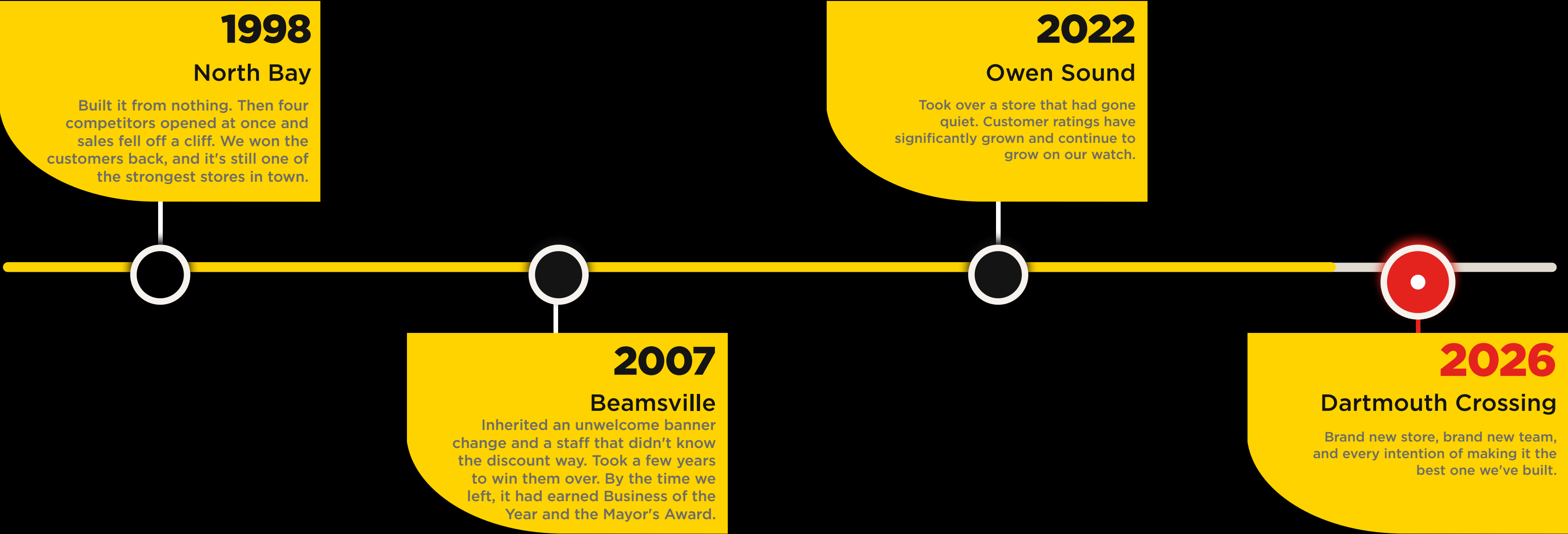
DEAN AND WENDY, NO FRILLS OWNERS, DARTMOUTH

The background image shows a grocery store checkout area with a large wall of customer names. In the foreground, a man and a woman are standing together, smiling, with the man holding a bunch of bananas. The woman is holding a banana. The background wall is covered in a dense grid of names, including SMITHERS, BURLINGTON, FORT ST. JOHN, HEARNSVILLE, BEANSVILLE, BRAMPTON, OAKVILLE, SCARSTOCK, WOODSTOCK, CORNWALL, SCARBOROUGH, WINNIPEG, and SYDNEY.

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 community that didn't want us there. One had quietly stopped trying. None of them looked alike, and none of them came with momentum we could build on. What they had in common was us. We figure out what a store actually needs, we do it, 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 stores 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 the unexpected can happen. 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.

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

But we still **grew** it

Average weekly sales

UP

\$144,000 /week

Increasing organic growth by

21%

If we grew that store, imagine what we do with Dartmouth.

Every market is different. We've learned how to read them.



Twenty-eight years in, we've franchised three different No Frills, and no two looked alike. Different formats, different sales, different staff, different towns. Each one forced us to adapt, to pivot, and to actually learn what that specific community wanted instead of assuming we already knew.

We don't run our stores from behind a desk. We're on the floor, working the same shifts as our team, because that's the only way to really know a market instead of guessing at it. Dartmouth is growing and changing fast, and we want to bring that same instinct here: get to know this community first, then build the store around it. We believe we've got what it takes to make Dartmouth Crossing's No Frills the number one shopping destination on the East Coast.



If you're not first, you're last. That's the standard coming to Dartmouth.

We are not looking to run a store.

We are looking to become part of a community.

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. Food drives, breakfast clubs, hot dog days, the kind of programs that build real relationships with local schools.
- Feed Nova Scotia. Donate surplus and near-code product instead of landfilling it. Feeds people, cuts waste.
- Sport and youth. Look at backing the local youth sports teams including cricket, where a lot of Dartmouth's newer families already gather, along with the cadets and scouts.
- Shearwater and Halifax. Be the everyday store for a military community that's growing, and stand behind the families who serve.
- The shelves. Stock for the Dartmouth that 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 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.

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

We didn't decide to move here. We've spent 20 years trying to.

Nova Scotia has been the plan for two decades. We've watched the stores come and go, we've applied before, and we held out for the right one.

Dartmouth Crossing is it.

A brand new build, ours to get right from day one, which is exactly the store we've been waiting for.

Twenty years of waiting for the right store.
This is the one we build.



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. Here's our vision for Dartmouth.



- The store is the one people in the crossing default to. Costco and Walmart living in our shadow, not the other way around. The people we hired starting out are leading their own teams now.
- 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.



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

Our commitment to Dartmouth

Dear Dartmouth Community,

If we're given the privilege of taking on your local No Frills, we want to earn your trust from day one. This is about far more than running a grocery store for us. It's about becoming real members of the Dartmouth community and building a store families can count on every week. We're committed to great value, shelves that stay full, fresh quality products, a clean and welcoming store, and a team that's proud to deliver great service every time you walk through the door.

In our first 30 days, we'll be listening, learning, and building relationships. We'll get to know our customers, our staff, and the community, while making sure the basics are right: shelves stocked, a clean store, and a shopping experience you can count on.

By 60 days, we'll keep developing an engaged team, fine-tune our assortment to reflect what Dartmouth actually wants, and start finding real ways to support local organizations, schools, and community initiatives. By 90 days and beyond, our goal is simple. We want No Frills to be one of Dartmouth's most trusted grocery stores, known not just for value and consistency, but for giving back and showing up as an active, visible part of this community.

We believe good retailers are built on strong relationships, consistency, and real community involvement. If we're given this opportunity, we'll lead with integrity, work hard every day to earn your business, and put our time and energy into making this store one Dartmouth is proud to call its own. We're looking forward to serving our customers, supporting our neighbours, and building relationships that last for years to come.

Sincerely,

Dean & Wendy



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

Thank You!

