



M&M Food Market Brand Launch Press Release

M&M Meat Shops re-brands to M&M Food Market

*Specialty frozen food chain will introduce an entirely reimagined brand experience to help Canadians
Make Real Food for Real Life*

Toronto, March XX, 2016 - After 35 years creating quality frozen food for Canadians as M&M Meat Shops, the iconic Canadian frozen food brand is changing its name to M&M Food Market. But, the change goes well beyond just the name on the outside of the store. The organization is completely reinventing itself around the new brand promise of “Helping You Make Real Food for Real Life”.

“The focus on Helping You Make *Real Food for Real Life* means helping customers put food on the table that they can feel good about, says Andy O’Brien, CEO, M&M Food Market. “This includes the types of meals offered and the ingredients within them; food that helps consumers make mealtime happen, with inspiring ideas and simpler preparation and options for everyone at the table, for all occasions.”

As part of the rebranding, all elements of the brand experience will be changing, including new exterior store signage, over 100 new and improved products and new packaging featuring appetizing food shots and product stories. The newly redesigned stores are organized by category to help simplify the shopping experience and have a redefined in-store experience featuring expert meal advisors, a more consumer-centric category assortment and a new overall store concept that is rolling out across the country.

The rebrand also brings a new website with an increased focus on the M&M Food Market online ordering platform called eOrder, which allows consumers to place an order online and pick-up in-store. All of these elements will be supported and brought to life with a new communications strategy and advertising campaign that has been developed with M&M Food Market’s new creative agency Cossette and which will begin sharing what the new M&M Food Market has to offer Canadians this coming summer.

M&M Meat Shops has long been a favourite for Canadians, with convenient, simple options that make mealtime both delicious and enjoyable. Recognizing that Canadians’ needs have changed to include quick, accessible, diverse meal options, the frozen food chain is determined to give Canadians what they both need and want with creative meal solutions that address any situation, whether it’s a side, an appetizer or the main course.



“While most Canadians are making meals at home and the weeknight meal challenge still exists, our research found that M&M isn’t top-of-mind when it comes to everyday foods,” says O’Brien. “This reinvention gives M&M Food Market an opportunity to differentiate ourselves through food quality, variety and a convenient customer experience to help Canadians solve these mealtime challenges.”

The rebrand began at the beginning of March with the new name appearing in the millions of flyers that the company distributes weekly across the country and on the new website and social media platforms. The transition will continue in the coming months through additional new products, continued packaging graphic updates, new store signage, store renovations and in-store staff training programs and new uniforms and will culminate the new advertising campaign this summer.

The new strategy will target both new and existing customers and will be built around the insight that consumers need to put meals on the table throughout the week, and that with the challenges of everyday life they can use a little help.

“M&M Food Market is committed to providing delicious, balanced meals our customers can feel good about, even when the demands of everyday life make this challenging,” says O’Brien. “We’re looking forward to helping our customers achieve success at mealtime and to feeding more Canadians than ever before.”

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About M&M Food Market

Founded in 1980, M&M Food Market is Canada’s leading retailer of fine frozen foods. It is headquartered in Mississauga, Ontario, with locations in all ten provinces, Yukon and the Northwest Territories. M&M Food Market has been recognized as one of Canada’s 50 Best Managed Companies for 10 years in a row. M&M Food Market products include delicious and convenient options across virtually every food category including: appetizers, seafood, meats and poultry, prepared meals, fruits and vegetables, sides, bakery and desserts and come in formats ranging from individual portions to family-sized options.

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