

Retail News in Context, Analysis with Attitude *by Kevin Coupe*
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The Toronto *Globe and Mail* reports that Loblaw is increasing the ethnic selection in its new superstore prototype located in a heavily Asian and South Asian section of Toronto – part of a broader effort to emphasize ethnic foods in all of its banners. Previously, the company had been more focused on ethnic products in its No Frills stores, but the experience there has been positive enough to lead to a broader strategy.

Not everybody is impressed, though, with some analysts complaining that the selection isn't broad enough and the products too expensive for the concept to be a big win for Loblaw.