



Target Canada speaks to sold-out FCPC breakfast

FCPC hosts largest-attended breakfast to introduce Target to Canada's food, beverage and consumer product manufacturers

December 1, 2011 - This morning, John Morioka, Sr. Vice President, Merchandising at Target Canada spoke to more than 350 delegates at FCPC's Executive Breakfast, providing a brief update about Target's expansion into Canada.

The presentation reviewed Target's priorities and its expansion plans, with key focus on its relationship with Sobeys and timelines for meetings with vendors. Target expects to begin negotiations toward the end of the first quarter in 2012, continuing through the summer. Currently, there are more than 4,000 vendors waiting to meet with Target.

Most of the products will be unique to Canada, but Target expects to bring its own brands (mostly in home and apparel) north.

Target will continue to highlight its "Expect More. Pay Less." brand promise, offering competitive prices on every transaction.

FCPC Quick Facts

- FCPC is the voice of Canada's leading food, beverage and consumer products companies that manufacture or distribute the products that sustain Canadians and enhance their quality of life.
- The food, beverage and consumer products industry is the largest manufacturing sector in Canada, employing close to 300,000 people and represents almost \$19 billion in GDP.
- FCPC members operate 6,000 facilities across the country.

