

FREDERICTON DIRECT CHARGE CO-OP



1974
INCORPORATED

5000 Sq Ft



2023

- 19 Acres Land
- 85,000 Sq Ft Retail Store
- 10,000 Sq Ft Warehouse



2 GAS BAR LOCATIONS



LEASED DAY CARE



RETAIL STORE



RETAIL STORE



RETAIL STORE



Deli

RETAIL STORE



RETAIL STORE



RETAIL STORE



RETAIL STORE



RETAIL STORE



RETAIL STORE



RETAIL STORE



RETAIL STORE



RETAIL STORE



BOARD OF DIRECTORS

12 Volunteer Directors

- Executive Committee
- Finance Committee
- Member Relations Committee
- Environment Committee
- Energy Committee
- Community Fund Committee
- Scholarship Committee
- Ad Hoc Committee- Healthcare



“DIRECT CHARGE”

- Members only store
- Share Capital Require \$1000
- Members pay 2% upcharge on food only until \$1000 reached.
- Weekly Service Fee \$1(this is applied to overhead expenses)



“DIRECT CHARGE”

- No Patronage Rebate
- Patronage Rebate in the everyday price.
- 10% to 15% Cheaper than competition on Food Basket



MEMBERSHIP

- Over 10,000 Members
- 350 to 450 New Members per year
- Net Gain per year, 150 to 300
- New Members are met by Management
- Resignations are requested to complete a survey



- Communication to our members



President's Letter

May 2023



• Happy May! It feels like spring is really here! We celebrate Mother's Day in May—this year on the 14th. Be sure to be ready to remember all of the Moms in your life. University graduations are also this month. Don't forget to get your cards and gifts at you next stop at your Co-op.

• Signs of spring abound at the Co-op. The garden center is now open, and the tire sale continues for a few more weeks.

• The Co-op is offering a NHL playoff promotion. Prizes will be available after each round of the playoffs—keep an eye out for details. Entry forms are available at the service desk. Several board members are really surprised that the Leafs made it through the first round. Doesn't look good though, as I write this...

• As you may have seen in the past, the Co-op periodically does price comparisons with two competing stores (we call them "A" and "B"). Our most recent price comparison, completed in mid-March, found that Co-op prices are 10% below store "A", and 13% less than store "B"—that translates to \$30 and close to \$40 of savings on a \$300 order, respectively.

• The gas bars are sponsoring a draw to give away a Sterling gas barbecue. Members will received a ballot for entry with **every \$30** of gas purchased.

• Watch for upcoming sales of items from our new partner, Toolway.

• **Community Fund Applications are now available at the service desk for organizations to receive grants from our weekly 50/50 draws.**

• We are looking to grow our membership. Please tell friends, family, and neighbours about the great aspects of Co-op membership—we are locally member-owned (keeps your money in the community, not sent to a corporate headquarters elsewhere in Canada or the US), we have a great product selection, and as mentioned above, great prices! Send them in to join now and start saving.

Dan Coleman
President, Fredericton Co-op Board of Directors



CO-OP REWARDS

- Members automatically earn reward points for every penny spent at their co-op (excluding lotto, prescriptions or cigarette products).
- Bonus points to be awarded for selected product purchases.
- Reward points can be converted into cash discounts.
- Points will accumulate each year and have no expiry date.
- There is no limit to how many points can be accumulated.



PROGRAMS

- Tire Program (Elite Tire)
- Heat Pump Program (Degree Residential)
- Buyer's Program
- Referral Program



Ma Coop. Ma communauté. Ça m'appartient!
My Co-op. My community. It's where I belong!

FREDERICTON CO-OP BUYER'S CLUB
EXCLUSIVE PRICING TO CO-OP MEMBERS/OWNERS

PROGRAMS



CO-OP FUEL REBATE PROGRAM **SAVE ON HOME HEAT** Co-op Members Save Up To **\$0.08/L on Home Heating Fuel From Ultramar!**

How does it work?

- Fill out your application with Fredericton Direct Charge Co-op.
- Purchase your home heating oil at current pricing through Ultramar.
- Rebate cheques will be calculated based on your purchases and posted when they are available for pickup at the Co-op Service Desk twice a year.

To qualify, applicants must be a Fredericton Co-op member and be in good standings with up to date membership fees and no outstanding charges. Fredericton Co-op and/ or Ultramar reserve the right to end the program at any time.

An Ultramar representative will be on hand Thursday, 15 December, 2022 to answer any questions and assist with the application

Sobeys

Lawtons
DRUGS

**GIANT
TIGER**



SHOPPERS
DRUG MART



COSTCO
WHOLESALE

Leon's

**BEST
BUY**

M&M
FOOD MARKET



DOLLAR STORE

Walmart 
Supercenter

DOLLARAMA



**Atlantic
superstore**

KIDS CLUB

- Meet our Mascot... Waffles!
- Ages 12 and Under
- Fee to Join
- Receives Birthday Card in the mail with a coupon for a free single cake.
- Events throughout the year, movie day, Easter Events, Christmas Day, and find Waffle days!



MARKETING

- Our flyers are designed in house

EARTH Day
We Can All Help A Little
BATTERY RECYCLING
AVAILABLE HERE!
REDUCE WASTE, SAVE MONEY
BRING YOUR OWN BAG!

Garden CENTER
OPENING SOON!

FREDERICTON CO-OP
CHRIS BROTHERS ATLANTIC STYLE
SAVE \$4.00 **SMOKED HAM 200g**
2.99 REG \$6.99
WHILE SUPPLIES LASTS

T-bone, Wing or Porterhouse
Grilling Steak
10.99/lb REG \$14.99 lb, \$13.94 kg

Product of USA
Fresh Corn on the Cob
.79 REG \$1.49

Old El Paso 3-4oz
Hard & Soft Taco Dinner Kit
1.99 WOVN

WHILE SUPPLIES LASTS
Hellmann's 890ml
Real Mayonnaise
3.99 WOVN

THIS FLYER RUNS THURSDAY APRIL 20 - WEDNESDAY APRIL 26
STORE HOURS: Sunday 10-5, Monday 9-6, Tuesday-Wednesday 9-7, Thursday-Friday 9-8, Saturday 9-4

ALL WEEK SPECIAL!
IN FAMILY FASHIONS & HOME & LEISURE!

TAX FREE
SAVE THE HST ON ALL
FAMILY FASHIONS
AND HOME & LEISURE
MERCHANDISE
NOTE: Tax Free Does Not Include Products
Specified on Department's Pages Inside Flyer

SAVE 20% OFF
10-14KT GOLD
EARRINGS & CHAINS
MUST BE PAID FOR IN FAMILY FASHIONS TO
RECEIVE DISCOUNT & ALL ITEMS ARE FINAL SALE

Boneless
Pork Sirloin
Roast
2.99/lb REG \$4.49 lb, \$11.99 kg
SAVE 40%

Product of Canada
Hot House
Tomatoes
1.99/lb REG \$4.99 lb, \$7.49 kg

Dempster's 600g
Whole Grains
Selected
Bread
2.99 WOVN

Red Rose 60pk
Orange Pekoe
Tea Bags
2.49 WOVN

Happy Valentine's Day
VALENTINE'S DAY IS COMING
ON TUESDAY!
MAKE SURE
YOUR READY
WITH A GIFT
FOR YOUR
SPECIAL
SOMEONE!

THIS FLYER RUNS THURSDAY FEB 9 - WEDNESDAY FEB 15
STORE HOURS: Sunday 10-5, Monday 9-6, Tuesday-Wednesday 9-7, Thursday-Friday 9-8, Saturday 9-4

FREDERICTON CO-OP
www.frederictoncoop.nb.ca CO-OP FOLLOW YOUR CO-OP

ANNIVERSARY
SALE

This Flyer Runs June 15th - June 21st
THANK YOU MEMBERS FOR 49 YEARS

CHECK THIS OUT!
MEMBERS SAVE MORE!
SCAN THE QR CODE
& CONNECT WITH FREDERICTON CO-OP'S WEBSITE FOR INFORMATION & EVENTS!

FREDERICTON CO-OP
www.frederictoncoop.nb.ca CO-OP FOLLOW YOUR CO-OP

MEMBER
Appreciation
WEEK SALE

Sale Runs November 17th-23rd
STORE HOURS
Thurs Nov 17 8:00-8:00
Fri Nov 18 8:00-8:00
Sat Nov 19 8:00-6:00
Sun Nov 20 10:00-5:00
Mon Nov 21 8:00-6:00
Tues Nov 22 8:00-7:00
Weds Nov 23 8:00-7:00

Thank You
TO ALL OUR
MEMBERS/OWNERS

MARKETING

HELLO

my name is

Inspector Co Op

You'll be seeing a lot of me! When you do, it's a clue of something new or a great way to SAVE YOU money!



Fredericton Co-Op

Fredericton's Largest LOCAL Grocery (& more) Store

170 Doak Rd. 506.453.1300



MARKETING



A cartoon character wearing a blue uniform and a blue cap with "CO-OP" on it. The character is holding a large magnifying glass over their right eye and is smiling. The character is standing on a light blue base with small colorful shapes.

MEMBERS SAVE MORE!

SCAN THE QR CODE




A square QR code with a black and white pixelated pattern, enclosed in a thin black border.

**& CONNECT WITH FREDERICTON CO-OP'S
WEBSITE FOR INFORMATION & EVENTS!**

WEB PAGE



SOCIAL MEDIA



Fredericton Co-op

6,5 k mentions J'aime • 6,9 k abonnés


[Prendre RDV](#) [Envoyer un message](#)


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[Publications](#) [À propos](#) [Mentions](#) [Critiques](#) [Abonnés](#) [Photos](#) [Plus ▼](#)


Introduction


We Are the Largest Locally Owned Grocery (and more) Store, proud to host 🍷's of local vendors fr

 **Page** • Commerces de détail


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 frederictoncoop.nb.ca

À la une


**Fredericton Co-op**

26 avril, à 07 h 52 · 🌐

WIN A BBQ!! Contest runs at both Co-op gas bars April 27 - June 17!




WIN A BBQ!
STERLING GAS BBQ
(VALUE \$349.95)
WITH EACH \$20.00

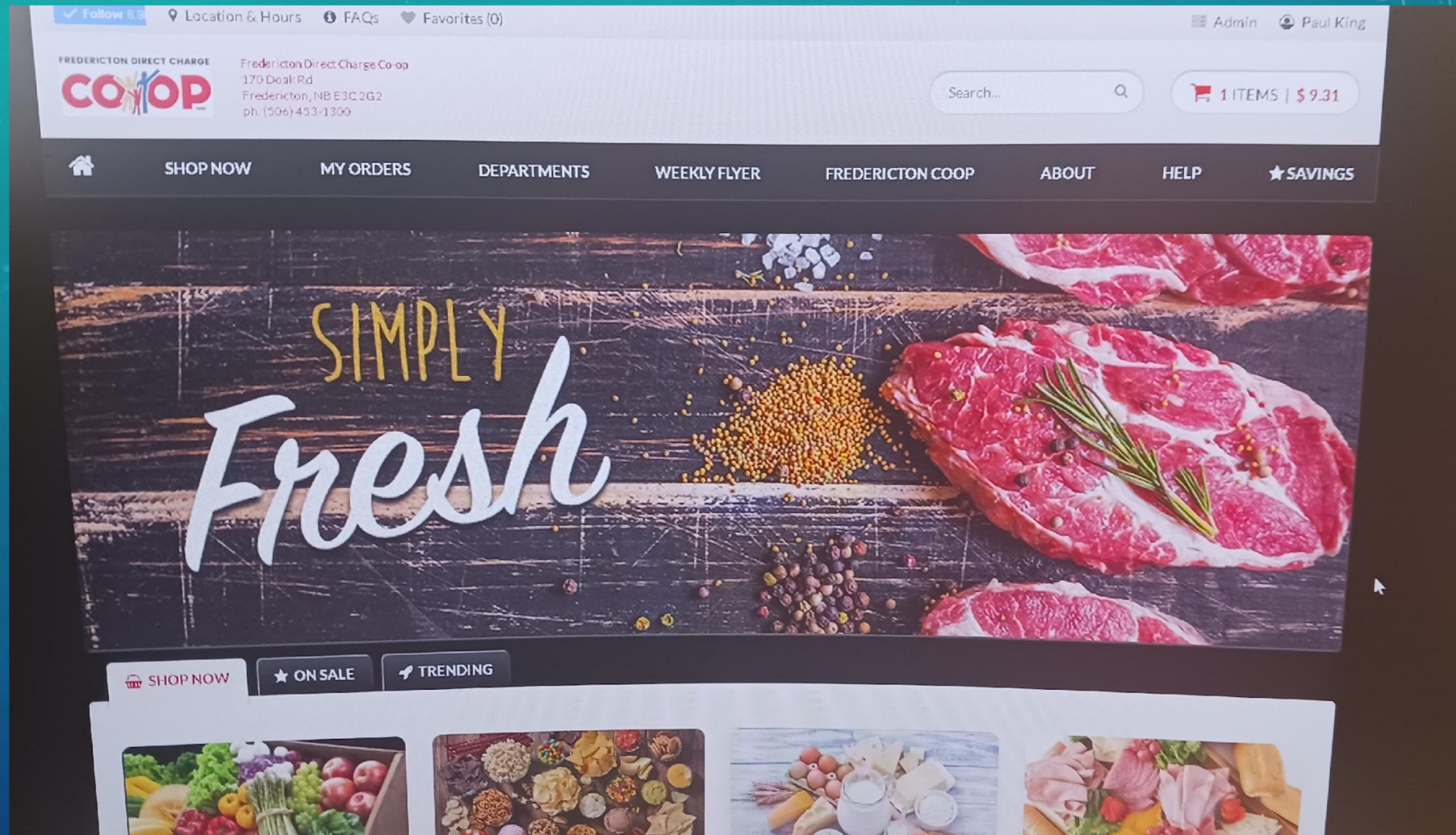
**Fredericton Co-op**

21 avril · 🌐

Wednesday, 26 April is Administrative Professionals Day. A simple way to say thank you for all that they do....One...



ON-LINE SHOPPING



COMMUNITY

15 SCHOLARSHIPS
\$1,000 EACH



Annual
**SCHOLARSHIP
APPLICATION
FORMS**
NEW GO TO
frederictoncoop.nb.ca
TO APPLY ONLINE



COMMUNITY

- 15 scholarships
\$1,000 Each



Annual
**SCHOLARSHIP
APPLICATION
FORMS**
NEW GO TO
frederictoncoop.nb.ca
TO APPLY ONLINE



COMMUNITY

- Community Fund
- 20 Local Charities receive money

**We Are Pleased to Announce
Another 50/50 Winner**

**THIS WEEK'S WINNERS ARE
CONNIE & VERNON**

**LADDS
WHO WON**

\$2220.00

We Have Collected \$2,532,062.00 Members Have Won \$1,266,031.00



COMMUNITY

- Food Bank



FOOD SPONSOR





- 100 Employees
- Employee Orientation
- 3 Hour Program
- What is a coop, how does it work.
- Customer Service Training



- Employee Facebook Page
- Staff Recognition Program
- Contest throughout the Year, Halloween, ect
- Employee Appreciation Days
 - Board Prepares Breakfast for staff
 - Pizza Day
 - BBQ (Hamburgers / Hotdogs for staff

FREDERICTON DIRECT CHARGE CO-OP

