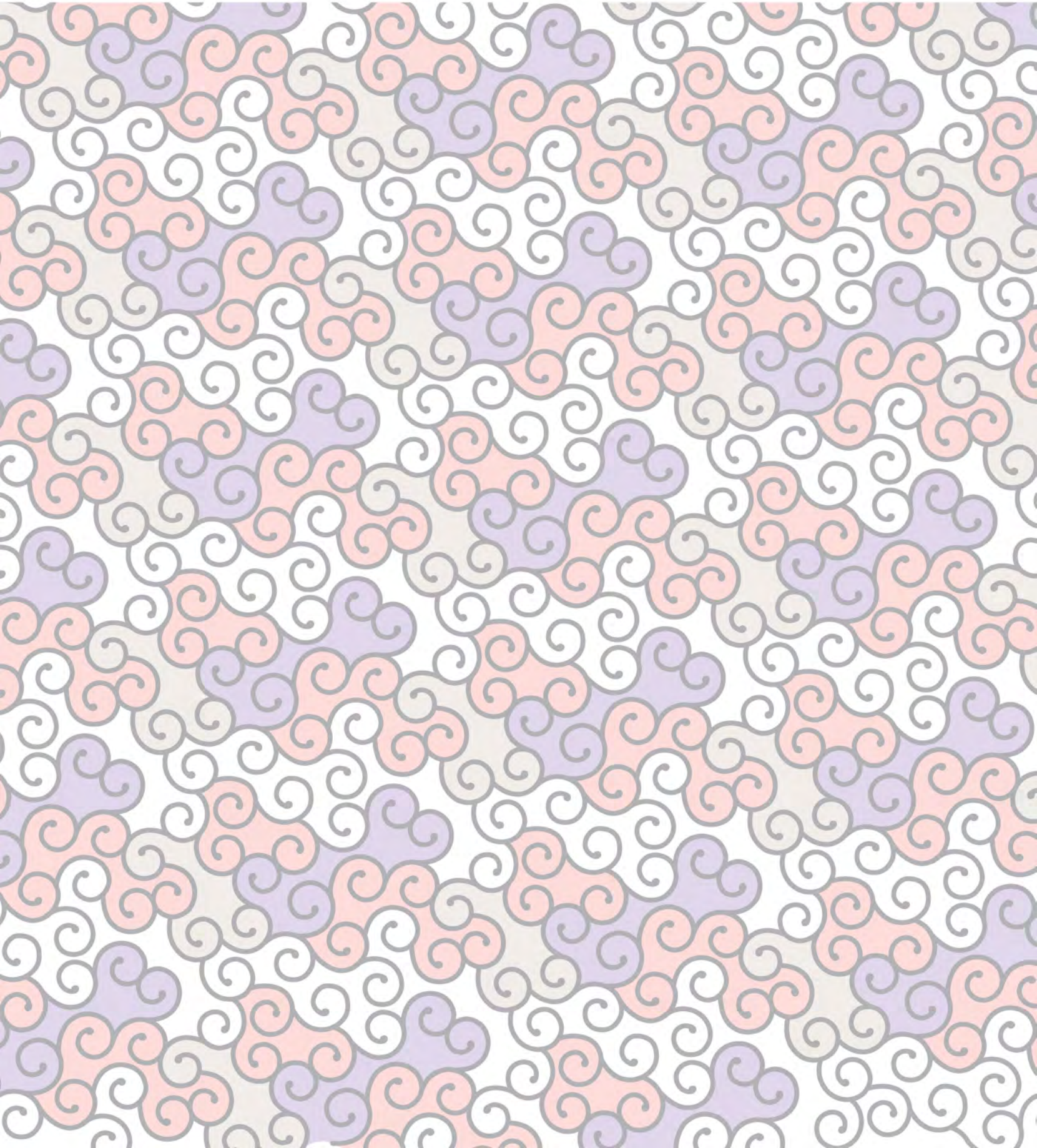


44 **Global Innovation Report** _ April 2012



Retail & brand developments

Loblaws at Maple Leaf Gardens

Location_60 Carlton Street, Toronto, Ontario M5B 1J2, Canada

Date_November 2011

Design_Landini Associates

Size_7,896sqm

162

Canada's largest food retailer Loblaws has transformed a disused hockey stadium in Toronto into the ultimate urban marketplace. The 7,896sqm Maple Leaf Gardens store communicates Loblaws's passion for food while celebrating the history of the iconic building.

The new format store offers a vibrant and exciting shopping experience with live demonstrations, visible food preparation and knowledgeable staff on hand to advise customers.

Almost half of the store is dedicated to fresh groceries and products, with dedicated areas for tea, cheese, meat, fish, vitamins and the pharmacy among others. Each is defined by a unique look and feel, including the use of oversized graphics indicating the area.

Maple Leaf Gardens was once a place where locals would meet and chat over a drink and Loblaws hopes to retain this community feel. A series of working kitchens with seating areas are dotted throughout the space offering freshly made food, such as the sushi bar, deli or larger café area.

The history of the building is also referenced in art installations such as a sculpture made from the old chairs used in the stadium and a montage of pictures showing key moments in the building's sporting past. Design features such as the old concrete walls and lighting have also been retained.

This prototype flagship will inspire other destination stores that Loblaws is planning to open in Canada in the coming months.



