



Media Release

NLC Wins Prestigious Retail Council of Canada Award

St. John's NL- Newfoundland Labrador Liquor Corporation (NLC) received the **Retail Employee Development Award** from the Retail Council of Canada (RCC) last week in Toronto.

RCC is a not-for-profit, industry-funded association representing more than 40,000 store fronts of all retail formats across Canada, including leading retailers such as Wal-Mart, Canadian Tire, Shoppers Drug Mart, Aldo and Staples.

“Over the past year, we have recognized that in order to stay true to our vision, ‘*to be passionate about service in everything we do*’, we must provide our employees with the best tools to help better serve our customers,” commented NLC President and CEO, Steve Winter, “The ‘*SERVE*’ program has helped to make this possible”.

The program combines a 2-day classroom training workshop with a comprehensive in-store training component. It is wholly maintained at store level using specially designed reinforcement tools to support and sustain the selling skills learned in the classroom. These efforts have allowed NLC to redefine its service culture.

“The NLC made a commitment to provide employees with the training required to deliver superior customer service,” said Diane J. Brisebois, President and CEO, Retail Council of Canada. “That’s what this award is all about. When a company instills confidence in its employees and communicates a set of clearly defined expectations, the financial results will follow. Mr. Winter and his team are very deserving of the RCC Employee Development Award for these achievements.”

Mr. Winter was on hand to receive the award in Toronto and explained, “This award recognizes the efforts of our team to develop training programs, improve performance levels and ultimately provide our customers with the quality of service they deserve.”

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