

**Edmonton Office**  
14931-107 Avenue  
Edmonton, Alberta T5P 0X8



**Bureau d'Edmonton**  
14931-107 Avenue  
Edmonton (Alberta) T5P 0X8

**JERRY DIAS**  
*National President*  
*Président national*

**MICHEL OUIMET**  
*Quebec Director*  
*Directeur québécois*

**PETER KENNEDY**  
*National Secretary-Treasurer*  
*Secrétaire-trésorier national*

Galen Weston Jr.  
Executive Chairman  
Loblaw Companies Ltd.  
1 President's Choice Way  
Brampton, ON  
L6Y 5S5

October 3<sup>rd</sup>, 2013

Re: Unifor's Support for the United Food and Commercial Workers Union Local 401 Alberta

Dear Executive Chairman Weston;

We understand that you are currently in negotiations with Superstore and Liquorstore workers in Alberta, our Sisters and Brothers at UFCW Local 401. Although the collective bargaining process can become difficult, it is made more so by a corporation that refuses to recognize that its substantial and continued growth is made possible only by the groundwork of its dedicated retail employees.

With a strike deadline looming, and with strike action overwhelmingly supported by your employees and other unions who are closely following what is happening, we at Unifor in Alberta urge you to rethink your approach to adding more part-time work, reducing full-time work and rolling back wages. Your lack of willingness to address key issues of fairness and equity at the bargaining table is shocking to us and leading your workers into a desperate situation which nobody wants to be in.

Superstore's mission statement of being a "great place to work" means being glad to come to work and being free of work-related stress when one goes home to one's family at the end of the workday; having hours cut and wages slashed leads to discontent, worker apathy, poor workplace morale and thus higher employee turnover, poor customer service, dirtier and less safe food and stores and, in the end, your worst nightmare of a bad reputation and fewer customers: nobody wants that either. In a time of precariousness for the working middle class, every working hour and every dollar earned is precious.

Please know that we at Unifor are ready and willing to do the right thing and stand with our Brothers and Sisters to hold on to what we have worked hard for and to keep working for what we need to live a quality Canadian life, just as you would do for your family. We represent 20,000 workers here in Alberta and over 300,000 across Canada and are prepared to encourage all of them to refrain from shopping at all of Loblaw's retail holdings in order to get the message across to you, that takeaways and reductions do not reflect an employer who values their employees or working families.

We ask you: do the right thing.

Sincerely,

Don Boucher  
Alberta Regional Director  
Unifor  
DB:ggcope343

Cc: Gil McGowan, Douglas O'Halloran, Christine Connor, Deb Tveit

