



[www.galleriasm.com](http://www.galleriasm.com)

## Toronto enjoys Seoul food

JENNIFER BAIN  
KOREAN COOKING



CHARLA JONES PHOTOS/TORONTO

Thornhill Post September 2005

The creation of a super for celebration in a city grocery stores.

Galleria, a 10-month-old

They claim that walking into the Galleria is like walking off the plane into South Korea and indeed the unique supermarket, with its bright

### HOT-SPOT

**Connecting independent & franchise grocers from coast to coast to news you can use**

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12:00 PM  
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HALL, 1000  
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**Store of the Month:**  
Welcome to one of our  
newest members, The  
Galleria Supermarket.  
The supermarket describes  
itself as the place where  
you stepped off a plane  
in South Korea, and  
walked into one of the  
largest supermarkets in  
the country!

**Vote on line:**  
Will you be attending  
Grocery Innovations  
Canada 2007?  
Yes  
No  
> Read more

CANADIAN FEDERATION OF INDEPENDENT GROCERS  
FEDERATION CANADIENNE DES PROPRIETAIRES INDÉPENDANTS

## Media View

- 2009. 11 Canadian Grocer Cover Page Article
- 2009. 11 CCUE Introduction on Chinese Newspaper Shingtao
- 2009. 10 Rogers TV 'York Region Dining'
- 2009. 09 Chinese WOW TV Galleria Supermarket Introduction
- 2009. 02 Thornhill Liberal Article about self-check out machine
- 2007. 05 MaClain's Magazine Special
- 2006. 07 Introduction to Toronto Tour Guide book
- 2005. 10 Introduction on CFIG Website



Wan Ha  
Galleria Supermarket

《世界日報, Wednesday, April 26, 2006, C10圖》



Galleria Supermarket特設的文化中心舉行免費  
3日韓國泡菜烹飪班, 歡迎大家參加。



Galleria Supermarket大特賣  
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THORNHILL LIBERAL

11 INCLUSTING GBT / 16 PM535 Sunday, Mar 8, 2009 905-881-3373

### High-tech scanners arrive at Korean supermarket in Thornhill

Thornhill's popular Korean grocery store, Galleria Supermarket, has introduced four high-tech self-checkout machines to ease customer line-ups.

The scanners will allow customers to scan their bar codes on their purchases and reduce check-out wait times.

The company says it is the first time Korean grocers have used the scanners in North America.

Self-checkouts have become widespread in many large-scale stores across the country, but the difference at Galleria, located at 7171 Yonge Street, is the scanners are in English and Korean.

Customers at Galleria Supermarket use high-tech scanners to check out their own groceries, saving time during peak periods.

Galleria Supermarket says the machines will allow customers to scan their bar codes on their purchases and reduce check-out wait times.

The store reports that since the scanners were launched Feb. 15, line-ups and average transaction time has decreased about 20 per cent.

Galleria Supermarket opened in 2001 and received the Ontario Grocer's Award of Excellence from the provincial government.



- 2005. 09 Article on Thornhill Post
- 2005. 09 Article on Toronto Star for Korean Food
- 2004. 04 Introduction on Toronto Star



# Volunteer Work

Galleria Supermarket believes in giving back to the local communities and charities. Galleria focuses on helping our local society. That is to say, giving the share the love for the neighbor, making the clean blue environment, making Kimchi, are the theme of volunteer activity.

- 2010. 01. Annual "Share the Love event"
- 2010. 01. Serving Free Traditional Korean Food
- 2009. 12. Galleria "Share the Love" Concert
- 2009. 11. Second Annual Kimchi Event
- 2009. 08. Donation to Senior Citizen Homes
- 2009. 05. Supporting Korean-Canadian Language School
- 2009. 02. Second Annual "Share The Love" Charity Donation
- 2008. 12. Held The First "Say I Love You" Kimchi Donation
- 2008. 01. Annual "Share the Love event"
- 2007. 08. "Environmental Friendly" Act to not use plastic

- 2006. 05. Galleria Sponsors Scholarship Program
- 2005. 09. Launching Galleria Supermarket's Own Scholarship Program
- 2005. 02. Supporting funds towards natural disasters
- 2004. 12. Annual "Share the Love Event"
- 2004. 08. Initiating "Love Tree" to help local organizations



갤러리아 광장에 모인 응원단



굴 넣는 순간 환호하는 응원단



피마 붉은악마 응원단들~



편안한 분위기로 식사도 하고, 응원도 하고...

## Involvement based events

We encourage people to come and see our event and also to participate. Galleria Supermarket would like to offer opportunity for second generation Koreans to learn more about the culture.

Previous events such as “Starking” , “Share the Love” and “Love Tree” events bring people together in the local community.

## Korean Culture Ambassador

Galleria Supermarket attends and hosts various events that are related to culture, food and activity. Our goal is to play a major role in Korean culture Ambassador in GTA.

## Expanding Horizons

Galleria Supermarket does not just focus on Korean people and market. We are continuous expanding our horizons by attending, participating local Canadian events and expositions such as Grocery Innovations Canada, CFG Master Merchandise Award, CFG Canadian Grocer of the year.

# Special Events

Galleria Supermarket thrives to be the cultural hub for local residents, students and general population. Galleria truly believes in importance of cultural presence in our store.



## Colour Clay Class

Last Saturday on the 18th, Galleria Supermarket has hosted "Color Clay Class" for children who are on vacation from school.

Color Clay is **known for its non-toxic** material and also ability to help boost all five senses for children who are playing with them.

This class:  
Mrs. Lee  
educatio  
There we  
intereste



▶ 갤러리아 슈퍼마켓은 리치몬드 힐 교교의 성공업체 초청으로 강연

3학년 40여명의 어린이들이 한국의 음식문화를 체험하기 위해 갤러리아를 다녀갔습니다.

봄이 시작되는 4월 따뜻한 바람과 함께 갤러리아에 아주 멋진 손님들이 오셨습니다.  
웁자지껄한 웃음소리가 갤러리아 오픈시간에 맞춰 많은 어린이들이 대한민국이란 나라의 음식문화를 알기 위해 이집에서부터 선생님의 지도하에 조용히 매장안으로 들어 왔습니다.^^



다니엘과 함께 배워보자~ 한국어로 인사는 이렇게  
안녕하세요~, 감사합니다~



모두 기념사진~ 촬영!



한국의 먹거리 특산  
기계로 자동으로 만들어지는 호두과자를 모두 열심히 보고있조?

## Helping new immigrants to settle

There are various classes offered from YMCA, Korean Canadian Women's Organization, Korean Canadian language school to help new immigrants settle in Canada.

## Cultural, Educational Classes

English language class, golf class, singing and guitar lesson, Color clay class, calligrapher class, Cooking classes, Career info sessions and there are lots of opportunities to learn!

## Participating in other educational opportunities

Galleria Supermarket was invited by high school in Richmond Hill to talk in their international business class about importing and exporting to retail. Galleria Supermarket has also partnership with George Brown college culinary class to have a ethnic food tour at our store location.

# Educational

Galleria Supermarket's cultural centre is designed to offer various educational services ranging from cooking, language, sports and information for new immigrants to Canada.

# Global Vision

## 글로벌 비전

### Local Community Recognition |

2010. 02 Celebrate Lunar new Year with Hon. Jason Kenney, Minister of Citizenship, Immigration and Multiculturalism  
2009. 10. CFG Grocer of the Year Award  
2009. 05. Recognition from Police Chief from York Region  
2009. 04. Character Community Awards Celebration Business Leader Award  
2008. 06. Recognition from Thornhill Lions Club  
2008. 06. Ontario Newcomers Champion Awards  
2008. 05. Recognition from Town of Markham  
2008. 04. Hosted 2008 Canada's food guide event  
2007. 01. Recognition from Grandview Area Residents Association  
2007. 07. Letter of recognition from local M.P.

**Galleria Supermarket will focus on educational, cultural and informative destination in local community. Also, We will strive to boost local, provincial economic growth and employment opportunity.**

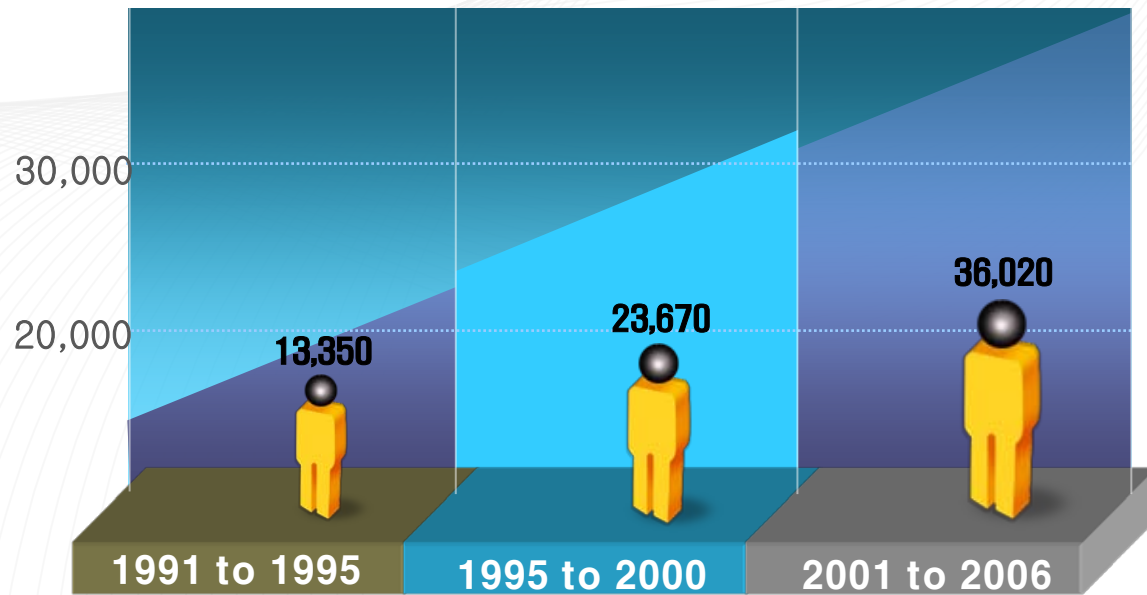


# Korean Immigrant Volume Growth

The Korean immigrant population in Canada has been rapidly growing since 1991.

Galleria Supermarket in Thornhill stands as the biggest Korean supermarket in the country but also cultural hub to represent Korean culture.

Galleria Supermarket has also made large contribution towards local economic, labor market and society growth over the years.



Canada <sup>1</sup>									
Visible minority groups (15)	Immigrant status and period of immigration (9)								
	Total - Immigrant status and period of immigration	Non-immigrants <sup>2</sup>	Immigrants <sup>2</sup>	Before 1991	1991 to 2000	1991 to 1995	1996 to 2000	2001 to 2006 <sup>3</sup>	Non-permanent residents <sup>4</sup>
Total - Population by visible minority groups	31,241,030	24,788,720	6,186,950	3,408,415	1,668,550	823,925	844,625	1,109,980	265,355
Total visible minority population <sup>5</sup>	5,068,095	1,528,345	3,362,150	1,295,475	1,234,010	611,145	622,860	832,665	177,595
Chinese	1,216,570	310,085	870,955	340,345	348,320	172,325	175,995	182,285	35,525
South Asian <sup>6</sup>	1,262,865	370,535	867,450	295,180	330,020	147,330	182,690	242,250	24,875
Black	783,795	346,950	411,840	195,165	125,800	67,815	57,985	90,875	25,010
Filipino	410,695	105,205	289,365	101,185	112,710	62,175	50,535	75,465	16,120
Latin American	304,245	64,070	218,155	91,040	67,600	40,720	26,880	59,515	22,025
Southeast Asian <sup>7</sup>	239,935	74,940	159,530	96,160	44,985	30,010	14,970	18,385	5,465
Arab	265,550	71,795	182,550	52,580	70,495	33,595	36,895	59,480	11,205
West Asian <sup>8</sup>	156,700	23,240	129,060	27,865	57,225	22,110	35,115	43,970	4,400
Korean	141,895	21,260	99,695	26,655	37,025	13,350	23,670	36,020	20,940
Japanese	81,305	51,355	21,615	9,640	6,470	2,570	3,895	5,505	8,330
Visible minority, n.i.e. <sup>9</sup>	71,420	24,335	45,530	23,530	14,725	8,665	6,060	7,270	1,550

Source: Census Canada

[www.galleriasm.com](http://www.galleriasm.com)

**IS FRANK STRONACH NUTS?**  
P.30

**AMIEL ♥ TONY BLAIR**  
P.11

**AIR INDIA  
A WORSE INTELLIGENCE  
FAILURE THAN 9/11**  
P.16

**Two years  
inside  
Iran's worst  
prison**  
P.24

**CANADA'S  
MAGAZINE  
OF THE  
YEAR**

# MACLEAN'S

MAY 28<sup>th</sup> 2007

**THE BABY SHORTAGE**

## HEY LADY!

### What will it take to make you breed?

**Your government needs to know P.40**

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## GIANT SLAYERS

**Forget Wal-Mart, ethnic supermarkets are roiling the grocery business**

**BY CATHY GULLI** • When Wal-Mart started selling food alongside discount fashion and electronics last autumn, observers clucked that Canada's big grocery chains were about to be crushed. But in expanding multicultural communities across the country, the latest threat may come from the opposite end of the market: smaller, independent ethnic food shops targeting profitable niches. "I suspect that the sales at most modern ethnic supermarkets are probably growing faster than the sales at most conventional stores," says Perry Caicco, a retail analyst at CIBC World Mar-

ket. "What we're seeing is a different kind of store: bigger, brighter, cleaner. And [offering] a wider array of product." That is, a store that defies old stereotypes of the ethnic supermarket as dingy and cramped full of exotic items—intimidating to customers unfamiliar with a given cuisine and culture. It also means a store that is ready to take some business away from the three major Canadian players—Loblaws, Sobeys and Metro, which collectively account for 66 per cent of the country's \$70-billion industry, as of 2006. "There's been quite a wedding out of the industry in the last 15 years," says John Scott, president of the Canadian Federation of Independent Grocers, which represents many ethnic supermarkets across the country. "Anybody that's in business now and doing well is very into the consumer, and

knows what they have to do. And the new ethnic supermarkets know that very well." T&T Supermarket is almost invariably named by retail experts as the leading ethnic grocer in Canada today. Since opening its first store in 1993 in Richmond, B.C., the company has become the country's largest Asian food chain, with eight stores in the Vancouver area, three in Alberta, and four in and around Toronto. "[It's] the vanguard, the No. 1," says Scott. "If you go in there you'll see a totally different feel than a traditional store." There may be, for example, multiple

**'WE'RE SEEING A DIFFERENT KIND OF STORE: BIGGER, BRIGHTER, CLEANER, AND MORE PRODUCT'**



PETER SHIN, manager of Galleria Supermarket—an ethnic grocery megastore in Toronto

skids of whole and cut durian, a pungent and prickly Chinese fruit, as well as fish tanks overflowing with elephant clams known as geoduck. And contrary to the ethnic supermarket of old, T&T stores average a whopping 20,000 sq. feet, and boast good lighting, spacious aisles, and tidy shelves. Other ethnic shop owners are catching on. Galleria Supermarket in Toronto opened in 2003 with a Korean clientele in mind, but has

quickly become a multicultural one-stop shop. While most of its 45,000-sq.-foot store is devoted to groceries, there are also four restaurants, a tea house, fashion and electronic merchandise, and a tofu factory. And it runs a daily bus shuttle for customers to visit the store. Now, up to 40 per cent of Galleria shoppers are from outside the Korean community. It's a welcome surprise to general manager Peter Shin, who says, "The first reason a customer will come to a store will be cleanliness and quality of the product and price. And that's what we emphasize."

Customers' tastes are also broadening, adds Rob Koss, spokesperson for Longo's grocery chain, which has opened 15 stores in southern Ontario since 1956 when it was founded by Italian immigrants. "As the global market gets smaller, and our consumers are reading the food magazines and watching the Food Network, they're demanding these products," he says. And that will only increase as immigration continues to boom—1.2 million people have moved to Canada since 2001.

While ethnic supermarkets can't beat the top chains on size, says Caicco, there are a lot of lessons to be learned from these smaller rivals. "Conventional grocers would be crazy if they weren't walking into these stores and stealing five, six, seven good merchandising and product ideas," says Caicco. "If they're not going to do that then they're leaving a lot of business on the table."

Proof that the mega-supermarkets aren't willing to give up to the independents: many have been expanding their ethnic food offering, stocking shelves with Patak's Indian Foods and fine sesame oils, and setting up sushi counters and moon cake displays. Even Wal-Mart has started advertising in seven languages and plans to hire ethnic food buyers to bring in products for various cultural holidays. "If the ethnic supermarkets weren't taking share away from the traditional supermarkets, the traditional supermarkets would not be investing in trying to get the product on their shelves," says Scott.

For their part, it seems the small shops may be looking to skim more business from the Wal-Mart and Loblaws. A recent T&T flyer advertises some iconic North American fare: SPAM and cream soda. ■

**EMPLOYEE  
OF THE  
WEEK**

**COP COOKS THE EVIDENCE, THEN REGRETS IT**  
Cpl. Edward Sanchez of the Dearborn, Mich., police has avoided prosecution for taking marijuana seized from drug-crime suspects and baking brownies with it. The police department's decision not to charge Sanchez has enraged members of city council. The case came to light last year when a distraught (and presumably stoned) Sanchez dialled 911 and told a dispatcher, "I think we're dying. We made brownies and I think we're dead, I really do."

CHARLA JONES/TORONTO STAR

MACLEAN'S MAY 28 '07

33

NOVEMBER 2009 | \$12

# CANADIAN GROCER

THE VOICE OF THE GROCERY INDUSTRY IN CANADA

**Eye on Olympic-sized Sales**

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## Seoul PROVIDER

**Jeffrey Min, Galleria CEO and President, Offers a Korean Culinary Experience**

**COVER STORY**

# Seoul PROVIDER

**"My goal was to transport customers to [South] Korea with the tastes, flavours and shopping experience of Galleria Supermarket."**—Jeffrey Min

**Galleria Supermarket has built its success on customer service and bringing a taste of Korea to Canadian soil.**  
BY HANCO OWEN/PHOTOGRAPHY BY MARLE ROSELEARD

Looks can be deceiving. From the outside, Galleria Supermarket, located in Thornhill, Ont., a bedroom community located 25 km north of Toronto, appears like your average grocery store. But once you step foot inside you're transported to the "Land of the Morning Calm."

**Jeffrey Min's Community Awakes**

It's not just a Korean grocery store; it's a community. Jeffrey Min, CEO and President of Galleria Supermarket, is the driving force behind the success of the company. He has built a reputation for providing a high-quality shopping experience for his customers, and he is committed to making Galleria a place where everyone can find what they need.

**Expansion Plans**

In the near future, there are plans to expand the Galleria Supermarket chain to other parts of the Greater Toronto Area. Min is confident that the company's focus on customer service and quality products will continue to drive its success.

**Small but Mighty**

Despite its size, Galleria Supermarket is a powerful force in the grocery industry. Its commitment to excellence and its dedication to its customers have made it a leader in the market.

**Ready, Set, Eat!**

The kitchen areas are all open-concept, allowing customers to see the chefs preparing foods on-site. This transparency builds trust and allows customers to see the quality of the food being prepared.

**2003 Galleria Supermarket opened in 2004, followed by a second location in 2005. Galleria Supermarket is now a leading grocery store in the Greater Toronto Area.**

**All of its staff have BlackBerry's and are updated every two hours with statistics to keep on top of inventory and margin control.**  
"We're a very tech-savvy ethnic grocer."—Jeffrey Min

**2003 Galleria Supermarket opened in 2004, followed by a second location in 2005. Galleria Supermarket is now a leading grocery store in the Greater Toronto Area.**

# Korean National Brand Event



# Korean National Brand Event



# Educational Event



# Educational Event



# Educational Event



# Exciting Live Entertainment Event



# Exciting Live Entertainment Event



# Donation Event



# Politicians at Galleria



# Celebrity Siting



Date : April, 7(Fri). 3pm  
Place : Galleria Supermarket

4월 싱그러운 봄을 맞아 갤러리아에서는  
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