



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

# Toronto enjoys Seoul food

JENNIFER BAIN  
KOREAN COOKING



CHARLA JONES PHOTOS/TORONTO



Wan Ha  
Galleria Supermarket

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



Galleria president Jeffrey Min

Yorkers aren't denied the opportunity to visit. The success is all the more impressive given the sheer number of tenants who have come and gone over the years in their space, just down from Hy and Zel's in Thornhill. The new cultural centre — The Galleria Plaza — will occupy the space that once housed Mark's Work Warehouse. It will be a one-stop culture shop offering music lessons, art shows (a pottery show is

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

**Up to the Minute News**  
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2003/09/22/26 CIBC Canada News CIBC as a Founding Partner  
2003/09/22 CIBC Announces CIBC as a Sponsoring Partner of CIBC  
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Chair Steve Stone is pleased to announce, on behalf of CFG's Board of Directors, the 2005 recipients of the prestigious CFG Life Member Designation.  
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WED, OCT. 23 12:00 PM  
MEMBERS PLEASE REGISTER EARLY

**Store of the Month:**  
갤러리아 Supermarket  
Welcome to one of our newest Galleria Supermarkets. The Supermarket describes itself as 'The Galleria is where it would be best if 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  
Vote

Representing Independent and Franchised Grocers From Coast to Coast

토론토 가이드북  
Toronto Guide Book  
July 2006

갤러리아 Galleria Supermarket  
토론토에서 가장 많은 한국인들이 찾는 슈퍼마켓인 갤러리아가 처음 토론토를 찾은 외국인들을 위해 광고를 게재했습니다.

갤러리아 Galleria Supermarket  
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Why Galleria?  
Galleria Supermarket is a one-stop culture shop offering music lessons, art shows (a pottery show is...)

토론토 갤러리아에는  
있습니다!  
We look forward to your Galleria Supermarket.



Galleria Supermarket 特設의 文化中心舉行免費 3日韓國泡菜學習班, 歡迎大家參加。

Galleria Supermarket 大特賣  
KIMCHI 泡菜免費教學 每月兩次

另外 Galleria Supermarket 更獨家出售加拿大紅蔥頭的紅蔥, 超市內設有幾款試食, 大家不要錯過購物好禮一試, 喜歡戶外活動的顧客亦可以選購戶外運動的BBQ燒烤套餐, 15人至20人份量, 只需99元99仙, 請即早一天預訂!

Galleria Supermarket 位於 7171 Yonge Street (美芝路 North York, 士嘉堡), 營業時間每天上午9時至午夜, 一年365日全年無休, 查詢可致電客戶服務中心(905) 882-0040。



THORNHILL LIBERAL  
SERVING THE THORNHILL COMMUNITY SINCE 1878  
Sunday, Mar. 8, 2009

High-tech scanners arrive at Korean supermarket in Thornhill

Thornhill's popular Korean grocer store, Galleria Supermarket, has introduced four high-tech scanners to ease customer line-ups.  
The scanners are self-check-out machines that allow customers to scan the 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.  
The machines scan the bar code numbers to price items and provide payment options.  
They also recognize customer membership cards.  
Galleria operators hope the scanners will alleviate peak rush hours of Friday evening and Saturday afternoons when customers wait three times longer to get through the check-out.  
The store reports that since the scanners were introduced Feb. 15, line-ups and average transaction time has decreased about 20 per cent.  
Galleria Supermarket opened in 2001 and received the Ontario Supermarket Chain Award from the provincial government.  
Customers at Galleria Supermarket use high-tech scanners to check out their own groceries, saving time during peak periods.  
The machines scan the bar...

# 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 CFG Website

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



제 3회 갤러리아  
사랑의 떡국 나누기 행사



미래는  
꿈꾸는 자의 몫

# 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

꿀 넣는 순간 환호하는 응원단



꼬마 붉은악마 응원단들~

편안한 분위기로 식사도 하고, 응원도 하고...

# 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.

## 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.



## 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

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

봄이 시작되는 4월 따뜻한 바람과 함께 갤러리아에 아주 멋진 손님들이 오셨습니다.

와자지껄한 웃음소리가 갤러리아 오픈시간에 맞춰 많은 어린이들이 대한민국이란 나라의 음식문화를 알기 위해 이침시부터 선생님의 지도하에 조용히 매장으로 들어 왔습니다.^^



▶ 갤러리아 슈퍼마켓은 리치몬드 힐 교교의 성공업체 초청으로 강연



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



모두 기념사진~ 찰칵!



한국의 먹거리 편  
기계로 자동으로 만들어지는 호두과자를 모두 열심히 보고있죠?

## 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.**

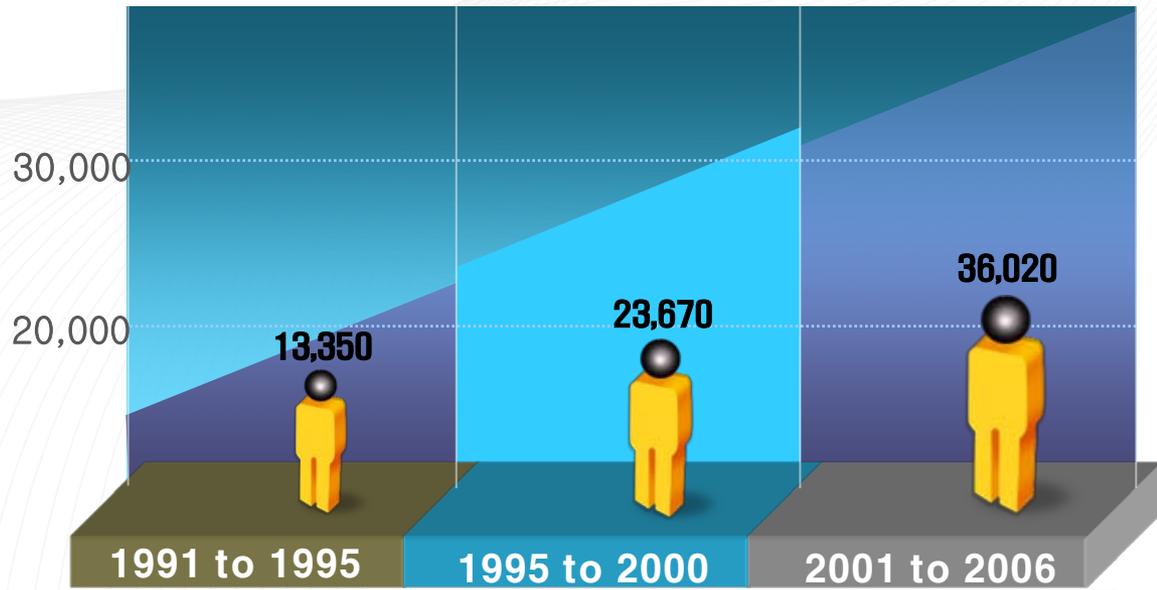


# Korean Immigrant Volume Growth

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 a cultural hub to represent Korean culture.

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



Canada <sup>Δ</sup>									
Visible minority groups (15)	Immigrant status and period of immigration (9)								
	Total - Immigrant status and period of immigration	Non-immigrants <sup>Δ</sup>	Immigrants <sup>Δ</sup>	Before 1991	1991 to 2000	1991 to 1995	1996 to 2000	2001 to 2006 <sup>Δ</sup>	Non-permanent residents <sup>Δ</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>Δ</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>Δ</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>Δ</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>Δ</sup>	156,700	23,240	129,060	27,865	57,225	22,110	35,115	43,970	4,400
<b>Korean</b>	<b>141,895</b>	<b>21,260</b>	<b>99,695</b>	<b>26,655</b>	<b>37,025</b>	<b>13,350</b>	<b>23,670</b>	<b>36,020</b>	<b>20,940</b>
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>Δ</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



# MACLEAN'S

MAY 28th 2007



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## GIANT SLAYERS

**Forget Wal-Mart, ethnic supermarkets are rolling 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. "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

kets. "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 weeding 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

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-Marts and Loblaws. A recent T&T flyer advertises some iconic North American fare: SPAM and cream soda. ■



**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."

NOVEMBER 2009 | \$12

# CANADIAN GROCER

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## Seoul PROVIDER

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

COVER STORY

## Seoul PROVIDER

Galleria Supermarket has built its success on customer service and bringing a taste of Korea to Canadian soil

BY FRANK OWEN/PHOTOGRAPHY BY MARLE ROSSIGLARD

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

Looks like 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."

COVER STORY

"My goal was to transport customers to South Korea with the tastes, flavours and shopping experience of Galleria Supermarket." says Jeffrey Min, CEO and president, Galleria Supermarket. The first of the new stores for fresh meats, where you can find single ingredients used in Korean dishes, fresh herbs, organic, has opened in Nepean and is well received.

Min, 50, was an issue when deciding where to open this new concept. The store's original name was called Day it was decided. There's a saying among Korean-Canadian immigrants that good occupation depends on the person who you pick to be your boss. Min's first boss who picked him to be his boss was in the grocery business in Toronto.

Following his destiny, Min got involved in the food manufacturing side, producing soybean products for years. Then he decided to go into the grocery industry, decided to start Galleria Supermarket.

Looking at everything in detail, he also realized the Korean supermarket in the US was not accepting to some extent.

Jeffrey Min's Community Awards

Jeffrey Min's Community Awards is a program that recognizes and rewards individuals and organizations that have made a significant contribution to their communities. The awards are presented annually at a ceremony held in Toronto.

COVER STORY

**Ready, Set, Eat!** Being served the best of the store, first one concept opening opportunity. The store's original name was called Day it was decided. There's a saying among Korean-Canadian immigrants that good occupation depends on the person who you pick to be your boss. Min's first boss who picked him to be his boss was in the grocery business in Toronto.

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**The kitchen areas are all open-concept, allowing customers to see the chefs preparing foods on-site.**

COVER STORY

**Expansion Plans** In the year three, there are plans to open in other areas. The store's original name was called Day it was decided. There's a saying among Korean-Canadian immigrants that good occupation depends on the person who you pick to be your boss. Min's first boss who picked him to be his boss was in the grocery business in Toronto.

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Looking at everything in detail, he also realized the Korean supermarket in the US was not accepting to some extent.

**Small but Mighty** Min said everything about the store's success is due to the quality of the products and the customer service.

COVER STORY

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

Organization such as the Galleria Food Bank, The United Way, The Salvation Army, and the Red Cross are all supported by the store's staff. The store's success is due to the quality of the products and the customer service.

Min said everything about the store's success is due to the quality of the products and the customer service.

# 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  
고객여러분들을 위한 문화행사의 일환으로  
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작년 '캐나다 한인 예술문화대상'의  
대상 수상자이기도 한 그녀는 10세 때부터

