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March 5, 2018

## Inside this issue

### > EXPANSION SPOTLIGHT

**Le Creuset**

**Pizza Studio**

**Anytime Fitness**

**Pita Land**

**Giant Tiger**

### TRENDS

- Online grocery and loyalty points a focus for Loblaws

### EXPERT INSIGHT

- Balancing customer experience and security with hands-on displays

### TAKE NOTE

- Upcoming industry events

### SHOPPING CENTRE NEWS

- Spectrum Square: Mississauga, Ont.
- Rockland Centre: Montreal

### RETAIL ROUNDUP

### LEASING TIPS BY HARVEY M. HABER, Q.C.

## From the news

- ‘Massive demand’ for space from marijuana retailers: *RENX.ca*
- Smart REITS are playing the land development card: *Western Investor*
- Where are all the female commercial real estate agents: *RENX.ca*
- Starbucks is everywhere – or soon will be: *RetailWire*
- Study: Real estate assets are ‘surprisingly resilient’: *Chain Store Age*
- How Museum of Ice Cream gives customers a taste for experiential retail: *RetailDive*
- The Science of Shopping: *Robin Report*
- Why retailers can’t ignore how Amazon Echo is changing retail: *Forbes*

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## Le Creuset brings pop of colour to CF Richmond Centre

Popular cookware brand Le Creuset is preparing to open a 965-sq.-ft. boutique at CF Richmond Centre in Richmond, B.C.



This follows two recent regional debuts—Atlantic Canada and Manitoba—with the opening of stores at Halifax Shopping Centre and Polo Park in Winnipeg.

Founded in Fresnoy Le Grand in Northern France in 1925, Le Creuset is known for its colourful enameled cast iron cookware. Today Le Creuset is distributed in more than 30 countries, via retail partnerships and its own network of more than 250 stores.

Le Creuset has 11 stores in Canada and the growth continues. Areas of interest include downtown Toronto and Vancouver, as well as Montreal. Ideal spaces are 600 to 1,000 sq. ft. along major streets and in regional malls.

Leasing contact: Tony Flanz 514-731-7936 [tony@thinkretail.ca](mailto:tony@thinkretail.ca).

### Preferred Sq. Ft.:

750 to 1,250 sq. ft.

### Preferred Locations:

Regional malls, streets

### Preferred Markets:

Vancouver, Montreal, GTA

### Retail Category:

Housewares

[www.lecreuset.ca](http://www.lecreuset.ca)

[BACK TO TOP](#)

## Pizza Studio preps for major Canadian growth

Pizza Studio, a fast-casual restaurant where customers create their own pizzas, from crust to sauce, cheese and unlimited toppings, is preparing to open this month in Kelowna, B.C.



Founded in 2013 by restaurant industry veteran Ron Biskin and venture capitalist Samit Varma, the concept has development agreements in place to grow across North America and has close to 60 locations in the U.S.

Pizza Studio now has four locations here, after opening in Brampton, Ont. last month, and continues to build its footprint in Canada.

Areas of interest include GTA, Southern Ontario and downtown Toronto. Ideal spaces are 1,300- to 2,200-sq.-ft. endcaps, urban street and power-centre locations, as well as 300 to 600-sq.-ft. food court and PATH spaces.

Leasing contact: Adam Robinson 416-900-3878 ext. 104 [adam@coreconsultantsrealty.com](mailto:adam@coreconsultantsrealty.com) or Sari Samarah ext. 102 [sari@coreconsultantsrealty.com](mailto:sari@coreconsultantsrealty.com).

### Preferred Sq. Ft.:

1,200 to 2,200 sq. ft., 300 to 600 sq. ft. (food court)

### Preferred Locations:

Endcap, street, power centre

### Preferred Markets:

Southern Ontario, GTA, downtown Toronto

### Retail Category:

Restaurant & Fast Food

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

## Anytime Fitness pumped for B.C. expansion

With two new locations under its belt, Anytime Fitness is preparing to open three more in the Greater Vancouver Area.



A 24-hour gym, Anytime Fitness has clubs around the world. It's built its business on convenience and affordability—members can work out on their schedule and use their membership to access clubs no matter where they are.

Ideal locations are elbows, endcaps and second floor spaces of 5,000 to 8,000 sq. ft., with parking. Areas of interest in British Columbia include Metrotown/Burnaby, Steveston, Vancouver (downtown, UBC, Kerrisdale, Kitsilano, Main, Marine and Fraser), SFU and Vancouver Island (Victoria, Colwood, Langford, Courtenay and Sidney).

Leasing contact: Eric Walker at 604-608-5998 [eric.walker@ca.cushwake.com](mailto:eric.walker@ca.cushwake.com).

### Preferred Sq. Ft.:

5,000 to 8,000 sq. ft.

### Preferred Locations:

Elbows, endcaps, second floors

### Preferred Markets:

Greater Vancouver Area

### Retail Category:

Health & Fitness

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

## Pita Land brings a taste of the Mediterranean to Guelph

Tahoe Investments Ltd. is expanding its Pita Land concept with the opening of its 22nd location—in Stone Road Mall in Guelph, Ont.



In 2005, the company opened Pita Land to provide a healthier alternative to Mediterranean cuisine and today it has locations across Ontario. The menu includes fresh-wrap sandwiches, gyros, kebobs salads and more. The concept also provides 100% Halal food.

The company is looking for sites in Ontario—ideal food court spaces are 350 sq. ft., while 1,000 to 1,500 works for exterior and inline.

Leasing contact: Catherine Conte: 416-767-8865 ext. 225 [cconte@marino.ca](mailto:cconte@marino.ca).

### Preferred Sq. Ft.:

350 sq. ft. (food court), 1,000 to 1,500 sq. ft. (inline)

### Preferred Locations:

Shopping centres, inline

### Preferred Markets:

Ontario

### Retail Category:

Restaurant & Fast Food

[www.pitaland.ca](http://www.pitaland.ca)

## Five Giant Tigers ready to leap into 2018

Giant Tiger continues to expand across the country, with five new stores in the works.

### Preferred Sq. Ft.:

18,000 to 25,000 sq. ft.

### Preferred Locations:

Street fronts, power centres,

The first Giant Tiger opened in Ottawa's Byword Market in 1961 and today the company has more than 230 locations in eight provinces. All stores are locally owned or operated.



strip centres

### Preferred Markets:

Canada

### Retail Category:

General

Merchandise/Department

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

Giant Tiger previously announced plans to open 10 to 15 new stores every year for the next

three or four years. So far this year, stores are slated for St. Thomas, Ont. (March 10); Steinbach, Man. (April 7); Renfrew, Ont. (April 28); Rouyn-Noranda, Que. (June 16); and Hamilton, Ont. (Oct. 13).

Leasing is handled by head office: 613-521-8222.

[BACK TO TOP](#)

## TRENDS

### Online grocery and loyalty points a focus for Loblaws

*With a tough fourth quarter behind it, the grocery company continues to concentrate on what works*

By Kristin Laird

It was a tough quarter for Loblaw Companies Limited as it grappled with expenses incurred by the launch of its PC Optimum loyalty program and fallout from an industry-wide bread price-fixing scandal.

The country's largest food retailer reported its fourth-quarter profit dropped to \$19 million from \$201 million a year earlier. While Loblaw cited mitigating factors such as an increase in minimum wage and healthcare reform, the alleged bread price-fixing scheme was certainly one of the most publicized challenges. But it was also a topic

the company declined to comment on during a conference call with analysts last week as it continues to cooperate with the Competition Bureau during its investigation.



In December, Loblaw and its parent company George Weston Ltd. admitted their participation in what they have called an industry-wide arrangement to co-ordinate the price of bread for at least 14 years. Days later, with the threat of civil liability looming, Loblaw offered customers a \$25 gift card as a goodwill gesture — a move the company said cost \$107 million. During a conference call with analysts, CEO Galen Weston did address a number of other issues related to the company's performance and plans for growth. Here's what we learned:

### Straight to the points

Loblaw recently merged its Optimum and PC Plus points loyalty programs — arguably two of the

country's strongest rewards programs — under the PC Optimum brand. This marked a significant financial investment for the company, which recorded a \$189 million charge related to the merger. The costs were associated with a higher anticipated redemption rate of points and data management to support the existing loyalty programs.

Though faced with technical glitches at its Feb.1 launch, Weston said the program was tracking well with approximately six million shoppers already converted to the newly minted program. Weston acknowledged the process of merging points had been more difficult for customers than the company would have liked, but said the PC Optimum website and app sees more than one million visits a day and members have earned and redeemed points more than 32 million times since launch.

“In a future defined by those who understand their customers best, a personalized loyalty program with which millions of Canadians get engaged every day represents a unique opportunity by offering us a single view of our customers all across our retail stores, services and digital platforms,” said Weston.

Before “ramping up the full promotional engine,” Loblaw is focused on migrating customers to the new program “as quickly, as effective and as seamlessly as possible,” said Weston. “But we do expect it to have a positive influence on our top-line sales and how efficiently promotions are delivered to customers.”

### **Click and collect complements home delivery**

Though competition continues to increase with online home delivery services, Weston feels strongly that click and collect is still an important opportunity for Loblaw. Click and collect plays a significant role in online grocery shopping, he said. At the end of Q4, 300 stores offered click and collect and the company is adding the service to approximately one store per day. “We have a high level of conviction around the attractiveness of click and collect proposition,” he said. “If you look around the world it’s significant part of online grocery shopping in pretty much every region and every country.”

Still, home delivery will play a role in the company’s e-commerce strategy moving forward as evidenced by its partnership with Instacart. The company’s objective to ensure that as many Canadians as possible have access to either click and collect or home delivery, said Weston.

### **Inside job**

In November, Loblaw began piloting a fee-based subscription service to offer “value and convenience” to those shopping its stores and e-commerce sites. Called PC Insiders, the program offers perks across a range of Loblaw’s products, brands and services, and costs \$9.99 per month or \$99 a year.

Weston said the pilot is tracking ahead of expectations in terms of adoption and generating useful insights on how its customers shop. “Ultimately, that program really has the most significant opportunity for scale when you combine it with PC Optimum,” he said. The company will look at a wide scale launch of PC Insiders once PC Optimum is fully operational.

*From [Canadian Grocer](#), an [EnsembleIQ](#) publication.*

[BACK TO TOP](#)

## **EXPERT INSIGHT**

### **Balancing customer experience and security with hands-on displays**

By John Mangiameli

To compete with online, brick-and-mortar retailers are engaging customers by offering greater “hands-on” interaction with products in-store, including high-end shoes, clothing, handbags, power tools, smartphones and other items that

customers want to touch, try-on or otherwise evaluate in person.

Whether customers want to get the feel of a high-end handbag or power tool, or open apps on the latest smartphone, in-store interaction can be essential to making the sale.

However, retailers must protect expensive merchandise. As such, anti-theft devices must allow customers to interact with products, while providing adequate protection

against sophisticated criminals willing to cut through security/alarm cables, steal attached batteries or grab and dash. This challenge is greater when there is limited merchandising space or awkward store layouts.



To combat these issues, many retailers require customized anti-theft solutions, such as mechanical modifications to accommodate the size and number of items protected, varying security cord lengths and retractability, and variations to sensors, consoles, power supply and alarm options.

Customization can even extend to modification of anti-theft equipment to match the branding of products or to encourage customer interactive.

### **Reinventing the standard display**

When it comes to retail theft deterrence, changes can be as simple as lengthening a security cable and modifying security attachments, or more complex, such as customizing sensors or installing electronic alarms.

For example, Warehouse Storage & Planning (WSP), a California-based partner and integrator for retail showroom and warehouse fixtures and equipment, wanted to customize security cables for a national hardware retailer.

“The retailer wanted more pegboard real estate to display high margin drill bits, saw blades, and tool accessories,” says Marty Stevens, a WSP project manager.

The company took a multi-pronged approach that involved lowering the display shelf and developing a longer cable to provide a theft deterrent, while keeping the tools near the POP signage and enabling customers to stand up straight and play with the tools.

“The security device manufacturer provided options that were off catalog,” says Stevens. “The longer cable allowed the retailer to lower its tool display shelf level and gain more premium pegboard space for high margin accessories. As the retailer rolled this out nationwide, it has helped to drive sales and greater profits.”

### **Protecting expensive merchandise**

Anti-theft device modifications can help retailers meet a range of goals. For instance, when a high-end department store lost \$20,000 in merchandise after a thief swept a shelf of designer handbags into a bag and escaped, the retail security device manufacturer balanced vital theft deterrence and customer-product interaction with a number of modifications, including a padlock to lock down certain handbags, while still allowing them to be picked up, with a lasso tether enabling freedom of movement while preventing “grab and run” theft.

### **Securing electronics**

Evolving technology has forced changes to retail security, such as sensors for ethernet and USB ports that trigger an alarm when the cord is cut or unplugged.

In addition, sensors have been developed to protect smartphones and cordless power tools, as well as their batteries, along with digital SLR cameras and their removable lenses, so no portion of a device can be removed without an alarm triggering. Whether a simple modification or something

brand new, retailers will find that customizing anti-theft devices to their specific circumstances can reduce theft, labour, and improve the customer's buying experience.

*John Mangiameli is executive vice-president at Se-Kure Controls, a U.S.-based manufacturer of retail product security devices.*

[BACK TO TOP](#)

## TAKE NOTE

### Retail Marketing Conference: April 12

Retail Council of Canada's Retail Marketing Conference takes place at The Delta Hotels Toronto in the city's downtown core. For details and to register, visit [rccretailmarketing.ca](http://rccretailmarketing.ca).



### Western Leaders in Retail: April 19

This special forum will provide attendees with actionable insights on how to reduce friction points for customers, as well as how to build loyalty post-purchase. The half-day event, at the Four Seasons in Vancouver, will provide highlights from a survey of more than 5,000 Canadian consumers. Key issues that will be addressed include shoppers' preferences for where and how they purchase, and shopping behaviour by retail vertical, age and gender. To register, visit [retailcouncil.org](http://retailcouncil.org).



### Store 2018: May 29-30

It's time to start thinking about the industry's next big event, Retail Council of Canada's Store 2018, which takes place at the Toronto Congress Centre. Learn and engage with industry thought leaders, discuss pressing issues and trends, as well as network with more than 2,000 influential decision makers. Registration is now open, with early bird rates at [storeconference.ca](http://storeconference.ca).



[BACK TO TOP](#)

## Share your News

New hires, new retail listings or client mandates. Let the industry know. At *Monday Report on Retailers & Shopping Centre News* we're always looking for ways to improve our content. If you have story ideas, news, suggestions for new columns, leasing alerts or appointment notices, let us know. Contact: [Michelle Warren](mailto:Michelle.Warren@retailcouncil.org) with your information.

[BACK TO TOP](#)

## SHOPPING CENTRE NEWS

### Triovest beefs up tenant mix at new Spectrum Square development

Triovest is welcoming Anytime Fitness to its Spectrum Square property in

Mississauga, Ont.

Anytime Fitness will attract daytime, evening and weekend traffic and joins Starbucks, Subway, Teriyaki Experience, LightTouch Med Spa, Chairacters Hair & Makeup and Spectrum Square Dentistry.



Next up, Pumpnickel's is slated to open, adding an essential destination-restaurant to the mix. Spectrum Square is a leading master-planned corporate community in the west GTA's highly desirable Airport Corporate Centre. It features 60,000 sq. ft. of trendy restaurant and retail space, with 134,000 sq. ft. of office space. More than 174,000 employees work within a 10-minute drive of Spectrum Square, representing an estimate of combined food and beverage spending potential of more than \$506 million a year.

Contact: Filomena Bellisario 416-941-1204 fbellisario@triovest.com.

## **Cominar invests in a fresh culinary concept at Rockland Centre**

Cominar is investing more than \$10 million to revitalize Rockland Centre's food court and turn it into groundbreaking culinary destination and Montreal attraction.



The new space is positioned to be a unique concept inspired by the latest trends in design and food service. The new food area will feature 15 permanent restaurants, a selection of food trucks rotating every three-months and a central bar designed to offer a tasting experience encompassing everything from canapés to cocktails.

The new space, which will focus on international and healthy cuisine, will feature a large atrium infused with abundant natural light, as well as an outdoor terrace and garden. It will also be home to unique gastronomic events, such as culinary demonstrations by professional chefs.

The goal is to attract Montreal's foodie-focused community to the shopping centre. The new food space is slated to open next fall.



# RETAIL ROUNDUP

## Retail Space Leasing Place – it's free!

Visit [Retail Space Leasing Place](#), a powerful, searchable online database of current and upcoming retail leasing opportunities across Canada. This is a one-stop shop where shopping centre developers, property managers, landlords and real estate brokers in the know showcase available units, while retailers and real estate representatives quickly search and locate ideal retail spaces.

### MANITOBA

#### Tuxedo Park Shopping Centre: Winnipeg

Two retail units—1,460 and 1,706 sq. ft.—are available in this shopping centre on Corydon Avenue, a major four-lane traffic corridor just west of Kenaston Boulevard. This property offers excellent exposure and is anchored by a 40,000 sq. ft. Safeway. Other tenants include, Shoppers Drug Mart, Starbucks, Bank of Montreal and Shell Canada. Contact: Kris Mutcher 204 926 3838 [kmutcher@colliers.mb.ca](mailto:kmutcher@colliers.mb.ca).



#### Clearspring Centre: Steinbach

This is the only regional shopping centre in the south-eastern part of the province and is located 65 km from downtown Winnipeg. This enclosed mall offers a diverse mix of more than 30 tenants including Marks, Reitmans, Shoe Warehouse, Dollarama, Sport Chek, Sobeys and Winners. Units to lease range from 960 to 12,650 sq. ft. Contact: John Prall 204-926-3839 [jprall@colliers.mb.ca](mailto:jprall@colliers.mb.ca).



### ONTARIO

#### 1092 Queen St. W.: Toronto

Lease a high-profile corner property in trendy West Queen West. The 1,612-sq.-ft. space is on the ground floor of a character building. Contact: Arlin Markowitz 416-815-2374 [arlin.markowitz@cbre.com](mailto:arlin.markowitz@cbre.com), Alex Edmison 416-874-7266 [alex.edmison@cbre.com](mailto:alex.edmison@cbre.com), or Jackson Turner 416-815-2394 [jackson.turner@cbre.com](mailto:jackson.turner@cbre.com).



#### 310 Richmond St. W.: Toronto

This investment property is for sale, offering 12,653 sq. ft. of premium retail space that is fully leased to a roster of quality tenants including Barry's Bootcamp, a leading fitness brand. The property has a modern design with more than 100 ft. of double-height frontage and offers investors stable cash flow with long term upside potential. Offers will be reviewed on an as received basis immediately. Contact: Arlin Markowitz 416-815-2374 [arlin.markowitz@cbre.com](mailto:arlin.markowitz@cbre.com).



#### 11 Wellesley: Toronto

This is a prime downtown location overlooking a new 1.6-acre urban park. In this 60-storey building, up to 15,000 sq. ft. of retail will be demised and customized for various food concepts. The space will feature 22-ft. ceilings behind two-storey glazing, as well as ground floor, second floor and patios with a view. Contact: Jordan Karp 416-922-2223 [jkarp@svaills.ca](mailto:jkarp@svaills.ca), Ryan Morein 416-922-2224 [rmorein@savills.ca](mailto:rmorein@savills.ca) or Jay Katzeff 416-274-6437 [jkatzeff@savills.ca](mailto:jkatzeff@savills.ca).



### QUEBEC

### 440 Rene-Levesque W.: Montreal

Lease 3,825 sq. ft. just steps away from many of Montreal's largest office buildings and hotels. The area is well serviced by transit. Contact: Corey Bessner 514-819-8847 [corey@coreconsultantsrealty.com](mailto:corey@coreconsultantsrealty.com) or Matthew Krantzberg [matt@coreconsultantsrealty.com](mailto:matt@coreconsultantsrealty.com).



### 1444 Ste-Catherine St. W.: Montreal

Lease 4,415 sq. ft. available this month. The space has more than 42 ft. of frontage and ceilings of 14.8 ft. Contact: Joshua Hasen 514-909-3300 [jahsen@auroraconsultants.com](mailto:jahsen@auroraconsultants.com).



[BACK TO TOP](#)

## LEASING, MEDIATION AND ARBITRATION TIPS by Harvey M. Haber, Q.C.

### Right language

If the landlord's standard form of lease uses the terms "lessor" and "lessee," the tenant should insist that these terms be changed to "landlord" and "tenant."

Why?

Because it is too easy to make a mistake and mix them up.

If the error is in the tenant's favour, the landlord can certainly expect a request for concessions from the tenant in order to agree to correct the error.



### Description of tenant in lease

A tenant should seek to describe itself as tenant in its lease in the following manner:

"X" as trustee, without personal liability, on behalf of a corporation to be incorporated.

Why should a landlord not agree to this?

Because a landlord should be aware that under this wording, "X" has no liability whatsoever, either before or after the new company has been incorporated.

*These commercial leasing tips are provided by Harvey M. Haber, Q.C., J.D., LSM, DSA, C. MED., C. ARB., B.A. (retail, office and industrial leasing, lease interpretation, mediation and arbitration). A former Senior Partner, Goldman Sloan Nash & Haber LLP, Barristers & Solicitors in Toronto, Haber is now a mediator with COE ADR Management and can be reached by contacting Marjorie Coe at [mcoe@rogers.com](mailto:mcoe@rogers.com) or 416-805-8555.*

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