



Customized

Solutions

for Specialty Bakery, Deli & Prepared Food Retailers

Arctica Showcase Company Inc.

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Russell Food Equipment

www.russellfood.ca

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Tel (902) 454-7461

Sault Ste. Marie
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Tel (705) 942-7311

Saskatoon
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Tel (306) 652-7777

Montreal
5485 Blvd. des Grandes
Tel (514) 382-1160

Thunder Bay
441 Hardisty St.
Tel (807) 623-2544

Calgary
5707 - 4th St. S.E.
Tel (403) 253-1383

Ottawa
450 Preston St.
Tel (613) 238-6555

Winnipeg
951 Erin St.
Tel (204) 775-8835

Edmonton
10225 - 106th St.
Tel (780) 423-4221

Toronto
70 Coronet Rd.
Tel (416) 207-9000

Regina
1475 Rose St.
Tel (306) 525-3333

Victoria
2122 Douglas St.
Tel (250) 386-3161

London
517 Bathurst St.
Tel (519) 432-6311

Vancouver
1255 Venables St.
Tel (604) 253-6611



Why Arctica?



- Superior merchandising
- Customized presentation
- Fresher tasting foods
- Extended shelf life

Increased sales

Present this flyer to your local Russell Food Equipment dealer to receive an additional ___% discount on quotes received before ___ for delivery in 2008.

Deli, Cheese and Prepared Foods

Solutions



"Arctica is not just another display case company, Arctica provides solutions. I will definitely be using Arctica on my future stores; my business is simply too important to risk using anyone other showcase manufacturer."

Clyde Rypka, Owner of Bull's Head Market Group, Connecticut

"Arctica's cases are the most important piece of equipment in my location. Every day my customers tell me how terrific our food looks. Arctica's design team is helping me design the cases for my next location to ensure the same level of success."

Jason Zaran, Owner of The Main Dish, Calgary

"We know something's working well when we hear people say how nice the display looks. Arctica, your case does its part so well, our job is easier all around. We know we'll buy from you again, but if these cases lasts as well as the others have, you won't hear from us anytime soon!"

Herb & Renate Schuster Owners of Edelweiss, Calgary AB

Bakery, Sweet Goods and Dessert

Solutions



Give your baked goods mouth-watering appeal with Arctica Showcases.

"Porto's Bakery is one of the most successful retail bakeries in North America. Presentation is a bakery's number one marketing tool - everything has to look great, and it's also critical that the cases preserve freshness to the highest degree. Our choice for showcases is Arctica, and this is based on experience."

Raul Porto, Porto's Bakery, California