

# There's never been a better time for our Hometown Proud service to shine.

Show you appreciate our shoppers choosing their local IGA by doing what we have always done best:

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## Provide a helping hand

- "Are you finding everything you need?"
- "Can I help you find a substitute product?"



## Help them feel more confident about feeding their family during the pandemic

- "Did you know eggs are easy to cook and a good source of protein?"
- "Did you know that nuts and seeds contain antioxidants that lower stress?"
- "If you're stocking up, frozen fruits and vegetables are a great choice since they're just as good for you frozen as they are fresh."
- "Have you checked out IGA.com for some meal ideas using pantry staples?"

## Let them know how much we appreciate them choosing our store

- "Thank you for coming in today. We appreciate you and your business more than ever!"
- "We know you can choose any store at this time and appreciate you supporting your local Hometown Proud store."

## Help them feel safe

- "Here, let me wipe that down for you. We're taking every precaution to keep the store safe for you."
- "Did you see that IGA.com has tips for shopping safely?"