

Food Basics | Newcomer Program 2025

Welcome Kit Key Messages

About Food Basics

Food Basics is the discount banner of Metro Ontario Inc. and currently operates 145 stores across Ontario. Since 1995, Food Basics has provided Ontarians with More For Less. Committed to offering a wide range of fresh produce, meat, dairy, and pantry staples, Food Basics focus on delivering value without compromising on quality.

Food Basics stands for accessibility and convenience, ensuring that every shopper has access to nutritious food at budget-friendly prices. With a strong emphasis on customer satisfaction and community involvement, Food Basics aims to make grocery shopping a straightforward and enjoyable experience for everyone, whether they're looking for everyday essentials or specialty items. The grocer is dedicated to providing savings, fresh products, and a simple shopping experience.

Why Food Basics is Launching its Welcome Kit Program

To a community of people seeking out support to ease their massive life move, Food Basics is here to help. Acting as a welcoming supporter to newcomer folks, Food Basics will connect with them early in their journey to settling in Canada. As a newcomer to Canada, navigating the world of grocery shopping can feel overwhelming, over complicated and even scary, making it difficult to find familiar foods and flavours that provide the comforts of home.

By providing welcome kits, Food Basics' aim is to step in to help relieve the stress of food shopping, making navigating this new world of food less daunting, and becoming the conduit to connect newcomers with the foods they know and love.

About the Welcome Kit

→ What's Included in each kit?

- ◆ Five (5) Non-Perishable products

- ◆ One (1) Informational pamphlet (with four coupons included)
- ◆ One (1) Moi card

→ **Non-Perishable Products:**

- ◆ Parle G 300 g Cookies
- ◆ Tata Salt 650 g
- ◆ National Seekh Kebab Spice
- ◆ Divya Roasted Chana
- ◆ Bhikharam Chandmal Navaratan Mix

→ **Coupon Redemption Process:**

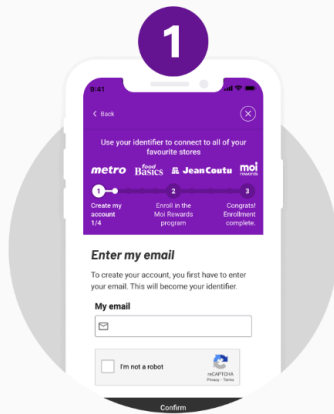
- ◆ There are four (4) coupons included within each pamphlet offering almost \$20 total in savings.
- ◆ Food Basics is thrilled to help newcomers get the most out of their shopping experiences. These offers not only make it easier to save on purchases, but the points accumulated unlock even greater rewards down the line with Moi rewards, providing more value with every visit.
- ◆ Please see an overview of each coupon below:
 - **Moi Rewards - Get 350 points when you spend \$85 or more:** Not only are you saving on your current purchase, but you're also stacking up points towards future rewards. The more you spend, the closer you get to exclusive discounts and perks!
 - **Moi Rewards - Get 150 points when you spend \$15 or more on fruits & vegetables:** Eating healthy just got more rewarding! With this offer, you can stock up on fresh produce while earning points to use on future shopping trips.
 - **Moi Rewards - Get 200 points when you spend \$20 or more on meat:** Whether it's for family dinners or meal prep, this offer helps you save on quality meat while building your points balance for even more savings down the line.

- **Food Basics - Get \$10 off when you spend \$50 or more:** It's always a great time to save, and this discount gives you \$10 back on your next shop, helping you stretch your budget further while stocking up on everything you need.
- ◆ All coupons are valid at the following locations, until July 31, 2025:
 - All store locations across Mississauga, Brampton, Toronto and Ottawa
 - The following London, Ontario locations: 509 Commissioners Rd W, 1401 Ernest Ave, 1299 Oxford St E, 1225 Wonderland Rd N.

→ **Moi Rewards:**

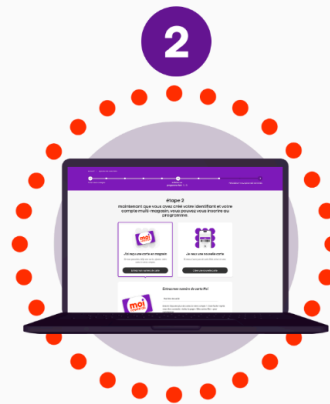
- ◆ Moi Rewards is a personalized loyalty program which allows you to save fast and easily. Accumulate points quickly through personalized offers, in-store and online deals and exclusive coupons in all participating Metro Inc. store banners. Moi Rewards is available in Metro and Food Basics stores across Ontario.
- ◆ Points are also earned through personalized offers, in-store deals, and exclusive contests available through the program. Each 500 Moi points earned equals \$4 in savings. You can redeem points as you go, starting from 500 points (worth \$4) and adding up in \$1 increments based on your point balance.
- ◆ Each kit contains one (1) Moi card that recipients can use to enroll in the Moi rewards program. Recipients can complete their enrollment process at: www.programmemoi.ca/en/complete-enrollment and by following the below steps:

new to **moi rewards** ? enroll in 3 easy steps



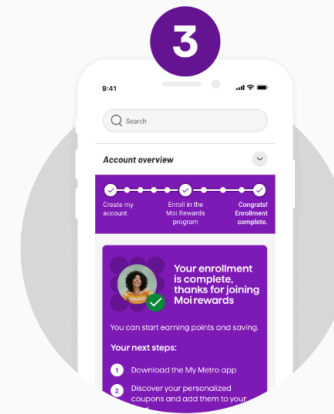
create your identifier

This will become your single login access for Metro, Food Basics and Jean Coutu.



create a Moi Rewards card

Choose the "Create a new card" option to start your enrollment process.



complete your profile

Finalize your enrollment and accept the program conditions.

Additional FAQs regarding the Moi rewards program can be found found at: www.metro.ca/en/moi-program