



# ***PSC Natural Foods***

*we deliver the goodness*



# ABOUT US

PSC Natural Foods is Vancouver Island's leading natural and organic food distributor.

We have distributed natural and organic foods; and health and beauty products in Western Canada for more than 45 continuous years.





## ABOUT US

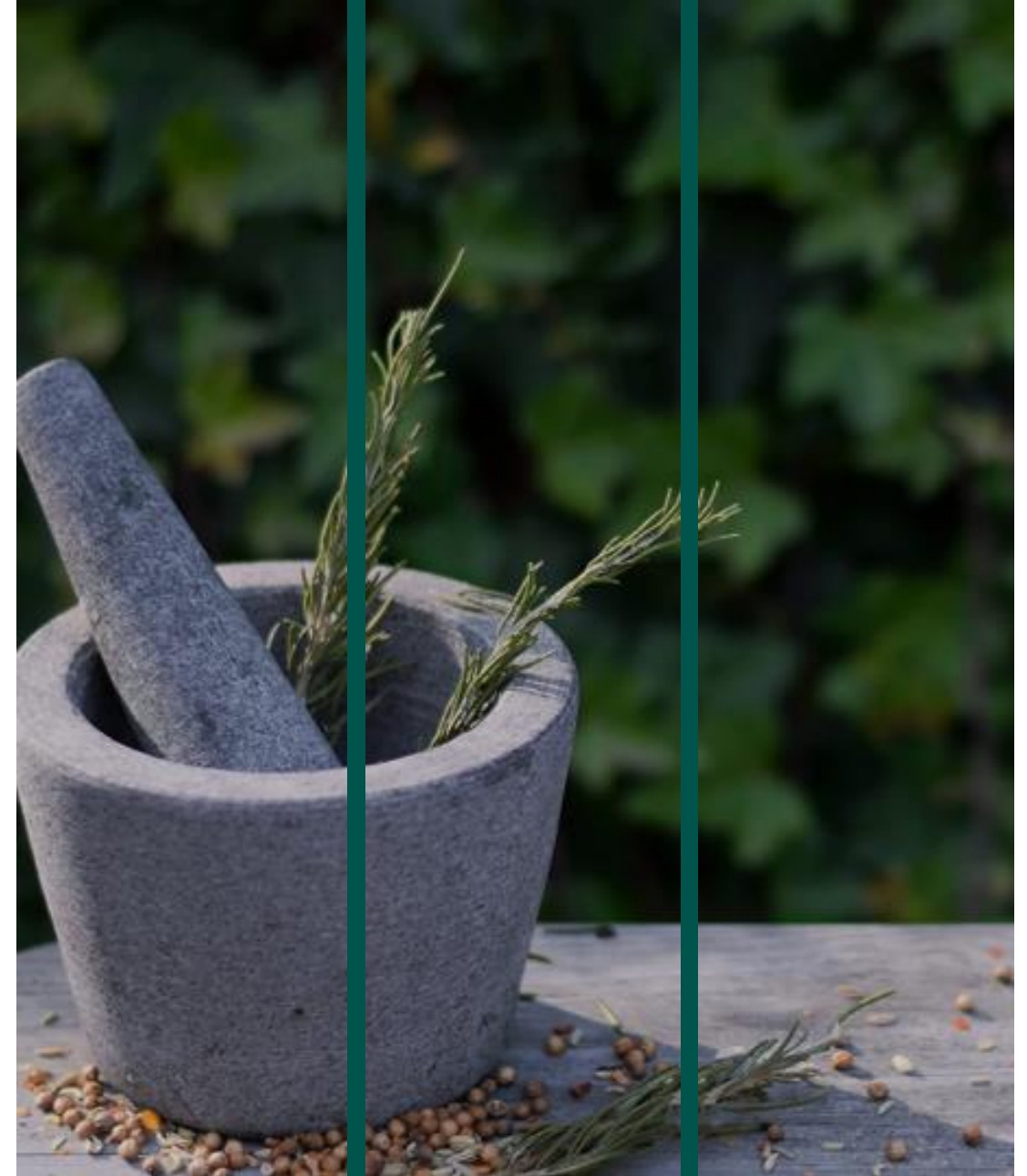
PSC Natural Foods' management team has more than 115 years of combined experience in the Natural Foods industry and are recognized as pioneers in the natural and organic foods movement in Canada.

# Your best choice for Vancouver Island

As the premier regional Natural Foods distributor, we provide our customers with multiple advantages; including frequent exemplary service calls and deliveries; first-hand local product knowledge; aggressive custom pricing programs; improved delivery options; and long-standing, valued customer relationships.



Our focus is Vancouver Island, the Gulf Islands and British Columbia's lower mainland. These retailers embraced natural and organic foods decades ago, paving the way for natural and organic integration into mainstream grocery retail in Canada.





# CUSTOMERS

- PSC sells to over 400 accounts throughout Vancouver Island and the Vancouver Lower Mainland.
- PSC has earned preferred vendor relationships with many local grocery and natural foods stores.





# CUSTOMERS

- PSC has decades of experience working with national grocery chains, independent grocery, Natural food accounts, Pharmacies, Institutions, Food service accounts and Health Care professionals.
- Key customers receive scan2order technology to allow for faster, more accurate, and user-friendly ordering.

**THRIFTY  
FOODS**

**Quality  
FOODS®**

**WHOLE  
FOODS®  
MARKET**

**NAKED | NATURALS**  
Whole Foods & Supplements



# SALES & MARKETING

- PSC has more representatives on Vancouver Island than any other Natural Foods distributor; 4 road reps, an inside sales team, and 2 key account head office teams.
- We have our own marketing department who will work with you and your marketing team to ensure that your product and message receive the best possible coverage and promotion.
- Many of our key accounts run custom promotional programs.



- Our marketing team partners with you, to market and promote your product your way, providing extensive specific account knowledge and understanding.



# SALES & MARKETING

- When we list your product, it is featured in our monthly “New Products” publication which is distributed, along with our main monthly catalogue, to our sales and marketing team and our customers.

January 2022 New Products **PSC Natural Foods** we deliver the goodness Effective 1st-31st

**THERE'S A NEW ICE CREAM IN TOWN** Try it today!

Udderly Ridiculous Artisanal Goat's Milk Ice Cream is an irresistible combination of gourmet flavour profiles and all natural, easy-to-digest goodness!

We use real ingredients (no flavourings, chemicals, or artificial additives) and blend them into unique foodie-worthy pairings, like our award-winning Merlot Wine & Dark Chocolate and our Vanilla Bean Lavender. Try something totally unique with our coffee infused Canadian craft porter beer flavour (Coffee & Craft Brew).

Can't digest cow milk but craving real ice cream? No problem! Udderly Ridiculous is made with 100% Canadian goat milk and cream. Goat milk is nutrient-dense, low in lactose, and contains A2 casein – so you get all the nutrition, creaminess, and texture without the digestive side effects!

EASILY DIGESTIBLE for LACTOSE SENSITIVITIES

- NO LACTOSE
- FREE FROM ARTIFICIAL SWEETENERS
- LOW ACID
- NO ARTIFICIAL FLAVOURS
- NO ARTIFICIAL COLOURS

NEW! UDDERLY ridiculous Merlot Wine & Dark Chocolate Udderly ridiculous Vanilla Bean Lavender Udderly ridiculous Coffee & Craft Brew Udderly ridiculous Merlot Wine & Dark Chocolate Udderly ridiculous Vanilla Bean Lavender Udderly ridiculous Coffee & Craft Brew

free of A1 casein allergen friendly gourmet flavours

UDDERLY ridiculous

PSC Toll Free Order #s Tel: 1-800-663-7604 Fax: 1-800-520-5052 sales@pscnaturalfoods.com

August 2021 New Products **PSC Natural Foods** we deliver the goodness Effective 1st-31st

**CROFTER'S ORGANIC-BIOLOGIQUE**

MORE FRUIT LESS SUGAR

33% LESS SUGAR THAN JAM TO COUVERTIR PÂTE À TARTER

NEW FLAVOURS

PERFECTLY SWEETENED\* WITH FAIR TRADE CANE SUGAR

Udderly Ridiculous® with Fair Trade Cane Sugar

CROFTER'S Peach-Pêche Udderly Ridiculous® with Fair Trade Cane Sugar

CROFTER'S Strawberry-Banana Udderly Ridiculous® with Fair Trade Cane Sugar

4 NEW FLAVOURS NOW AVAILABLE IN OUR BEST SELLING FAMILY SIZE 383 ML PREMIUM SPREAD LINE

MADE IN CANADA

Crofter's Food Ltd. 470 Coaster Park Dr. Seguin, ON Canada P2A 2Y6 | can\_sales@crothersorganic.com | 705-746-6301 | CROTFERSORGANIC.COM

\*see pg.8 for pricing details

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July 2021 New Products **PSC Natural Foods** we deliver the goodness Effective 1st-31st

EST. 2009 **BREW DR KOMBUCHA**

DISCOVER HOW GOOD KOMBUCHA CAN BE. Now in cans!

BREW DR KOMBUCHA

ISLAND MANGO MANGUES DES ÎLES

ISLAND MANGO MANGUES DES ÎLES

CLEAR MIND ESPRIT CLAIR

CLEAR MIND ESPRIT CLAIR

ISLAND MANGO A SIP OF SUNSHINE A tropical treat for any time of year featuring mango, passionfruit and a touch of Peruvian ginger juice. Brewed with sencha green tea.

CLEAR MIND BRIGHT & INVIGORATING A fan favourite, this brilliant blend of rosemary, mint, sage and green tea creates a distinctly smooth herbal flavour worth savouring.

USDA ORGANIC NON-GMO VERIFIED GLUTEN FREE VEGAN

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- This guide contains photos of your product and any information that you deem pertinent to its promotion.





# DELIVERIES

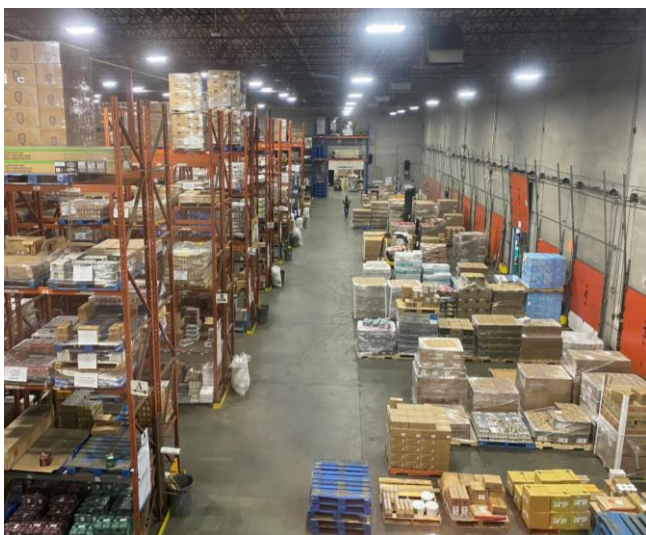
- Our accounts receive minimum weekly deliveries in our own trucks with our own drivers.
- We deliver dry, refrigerated, and frozen items.
- We deliver to all points on Vancouver Island including most gulf islands including Saltspring, Galiano, Hornby, Cortez, Quadra, Pender and Denman Island



We use our own fleet of trucks and drivers for our retail deliveries; ensuring your product is handled to our high standard.

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13 loading bays  
and 1 customer  
pick up bay.

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# FACILITY

- The PSC Natural Foods warehouse is located on picturesque Victoria, British Columbia.
- Operates out of a 60,000 square foot facility including office space, conference facility, dry, refrigerated, and frozen warehouse capacity.
- We have programs in place to minimize food waste by partnering with local food charities