

MEIJER HISTORY

1934

The first Meijer Thrift Market, a corner grocery store, opened in Greenville, Michigan.

1942

A second store opened in Cedar Springs, marking the beginning of the Meijer Supermarket chain which totaled 16 stores by 1961.

1962

The "One-Stop Shopping" concept emerged with the opening of the first Meijer "Thriftly Acres." General merchandise was added to the Meijer supermarket, giving customers an opportunity to do all their shopping behind one set of checkouts. Today the combination grocery-general merchandise stores are known as Meijer Stores.

1980

The first Meijer Square Store, a slight variation of other Meijer stores, opened in Michigan. Sporting a new look, this unit concentrated on general merchandise selections.

1981

Meijer Stores opened in Ohio and Kentucky.

1984

Meijer celebrated its 50th Anniversary. To better meet competitive challenges, Meijer began an aggressive expansion and remodeling campaign. New store and truck designs as well as a new logo were introduced. The words "Thriftly Acres" and "Square" were dropped from the Meijer name. All retail units became "Meijer Stores."

1985

Meijer revitalized its philosophy of "treating others with human dignity and respect" by referring to employees as "associates" and emphasizing "aggressive hospitality" in customer service.

1986

With stores opening in Columbus, Ohio, Meijer entered a new, highly competitive metropolitan market.

1987

As part of a new marketing strategy, Meijer closed several general merchandise stores in Ohio and its only store in Kentucky. Instead, the company embarked on an aggressive campaign to open more stores in the Columbus area.

1989

An 800,000 square foot distribution center opened in Newport, Michigan near Detroit.

Welcome To

MEIJER™

A stylized illustration of several hands in various shades of brown and tan, reaching up to hold a large, red, three-dimensional Meijer logo. The logo is set against a dark blue background.

**"A People
Supported
Company"**

THIS IS MEIJER

Today, Meijer, Inc. is the umbrella for more than 50 retail outlets in Michigan and Ohio. These operations are supported by four office facilities and four distribution center complexes.

It was over 50 years ago when company founder Hendrik Meijer opened a little corner grocery store in Greenville, Michigan. Eight years later he opened a second store in nearby Cedar Springs, marking the beginning of the Meijer Supermarket chain. By 1961, there were 16 stores in the chain.

Although successful, the supermarkets soon yielded to a new concept. "One-Stop Shopping" was established in 1962 when the company opened the first "Thrifty Acres." While the new store still carried groceries, it added a large selection of general merchandise. A unique idea even for today, it gave customers an opportunity to make all their purchases behind one set of checkouts.

This concept was strengthened when a variety of convenient services, including pharmacies, cafeterias, barber shops, hairstyling salons, specialty shops, and gas stations were added to many stores.

By the time Meijer celebrated its 50th Anniversary in 1984, Ohio was already part of the expanding Meijer market. During that golden anniversary year, the company made its most dramatic changes to date.

To keep pace with changing customer needs, a new store prototype was introduced. The striking design, expanded services, and merchandise mix provided customers with a more cheerful shopping environment and an extensive choice of products - all at "Why pay more!" prices.

To complement this fresh approach, Meijer dropped the words "Thrifty Acres" and "Square" from its store names. All retail units became "Meijer Stores."

As the company continues on a path of steady growth, it clings firmly to the business principles established by its founder, Hendrik. It was his abiding respect for people - customers, associates, suppliers and community - that built the company you see today.

As you explore Meijer, you'll experience the friendly courtesy that has become a Meijer trademark. We thank you for your interest in us, and we look forward to serving you in the future.

MEIJER FACTS IN BRIEF

- Meijer, Inc. employs nearly 40,000 people in Michigan and Ohio.

- Included under the Meijer name are:

 - 52 Meijer Stores - with four additional stores opening in 1989

 - 24 Gas Stations

 - 1 Free-standing Hairstyling Salon

 - 4 Distribution Center Complexes

 - 3 Property Services Buildings

 - 4 Office Facilities

- Meijer stores range in size from 67,000 square feet to 248,000 square feet. Most have Deli, Bakery, Bulk Foods, and Service Meat departments. Hairstyling salons and cafeterias are also found in most Meijer stores.

- Each Meijer store carries more than 50,000 different food and general merchandise items. Some stores exceed 100,000 items.

- To date, Meijer has developed as many as 7000 private label products which include hardgoods, softgoods, and grocery items.

- Community service is an integral part of Meijer. In recent years, the company has made significant contributions to community health and safety:

 - Since 1985, over 367,000 free hemocult cancer-testing kits have been distributed to customers for use at home. At least 5000 people with positive tests have been alerted to seek the medical treatment needed to save lives.*

 - As a precaution against abduction, 100,000 children were fingerprinted during a Meijer "Kids' Week" campaign.*

 - In 1988, many stores participated in cholesterol screenings for customers, as well as blood sugar screenings and mammography testing.*

 - To fight increasing problems with drug and alcohol abuse, especially in teen populations, Meijer maintains "Alcohol Awareness" programs in all its stores and offers knowledgeable Meijer pharmacists for community presentations.*

- The Meijer truck fleet includes 96 tractors and 553 trailers. Our safety conscious drivers travel over 10.4 million miles annually.