

Loblaws Supplier Standard Expectations

3:05 pm – 3:45 pm

Fundamental food safety and quality requirements necessary to become an approved Loblaws Control Brand Vendor



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Director, OFPA

Loblaw Supplier Standard Expectations

18 November 2021 – OFPA Fall Food Safety Symposium



**Senior Director QA
Vendor Management
and Technical
Support**

**Loblaw
Companies
Limited**



A bit about me.....



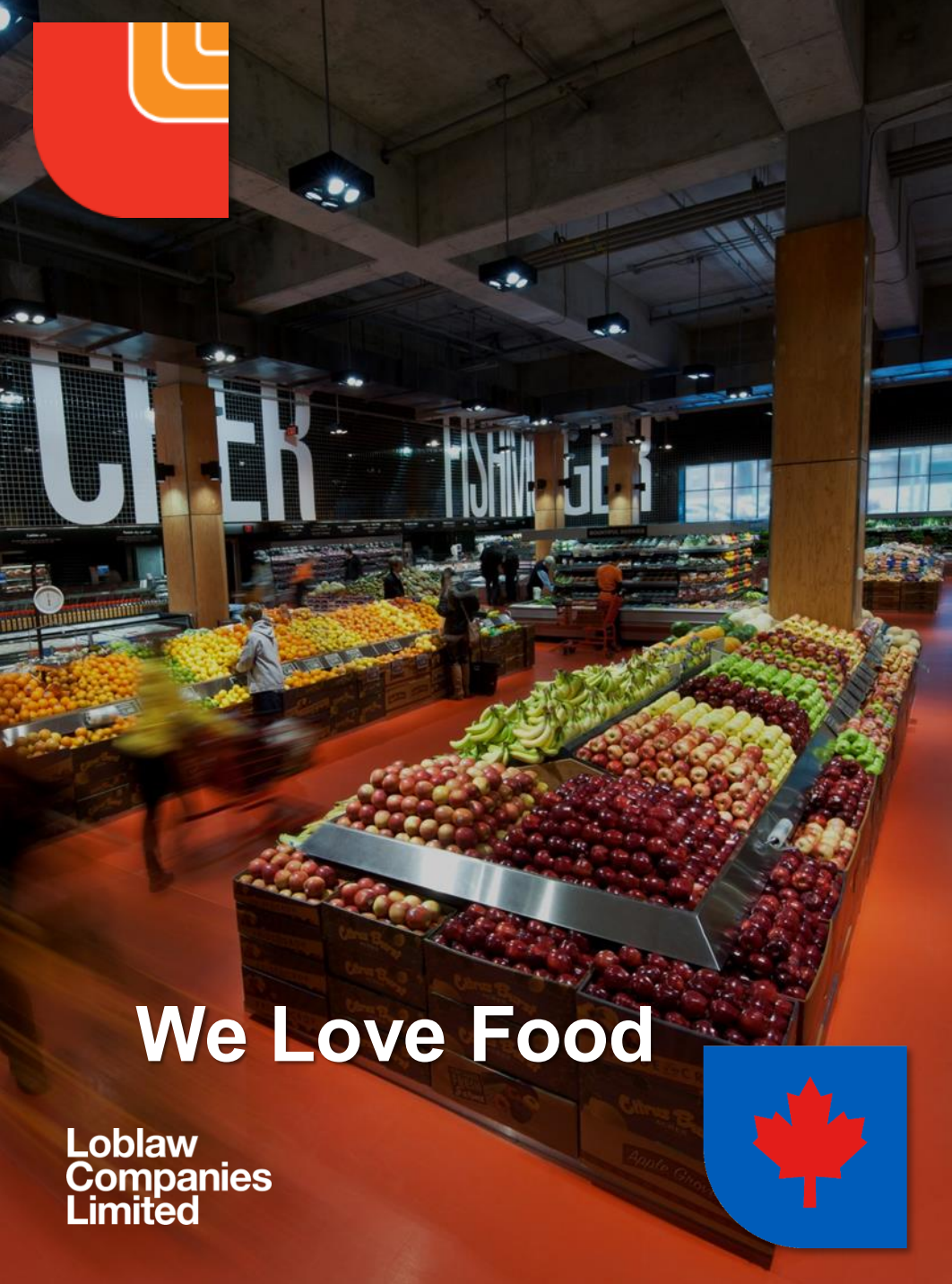
Live Life Well®

Our purpose supports the needs
and well-being of Canadians



Banners





A portfolio of Brands



Loblaw
Companies
Limited

Overview of Loblaw Companies Limited



\$52.7 billion
total 2020 sales



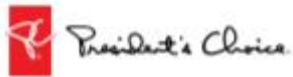
200,000
colleagues and employees



2,400
stores and pharmacies



Canada's **food
& pharmacy
leader**



no name[®]



Canada's
top control brand
portfolio



optimum[™]

18+ million
PC Optimum[™] loyalty
members



90% of Canadians live
within 10 kilometres from
one of our stores



no name®





153 Black Label products in store by the end of 2021



PC Platforms

PC® brand innovation allows us to meet consumer needs—sensory, dietary, performance—across multiple categories via thematic and highly differentiated platforms.



A decadently rich and indulgent chocolate experience



Traditional Italian products from Italy

Meat raised without the use of antibiotics. (Beef raised without use of antibiotics or hormones)



Fusion of everyday products and unique flavours of international origin

Range within Dairy to address lactose intolerant diets. Tested based on Loblaw QA policy

LACTOSE FREE

Double the impact of flavour and or visual

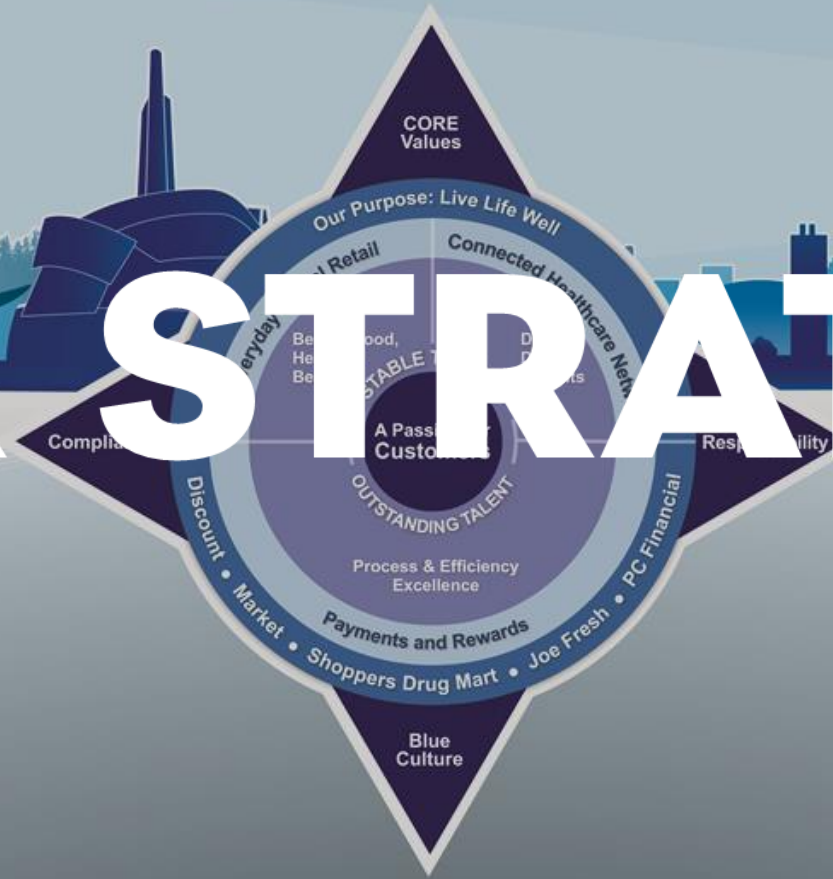
LOADS OF



For celiac, gluten intolerant people, and those who prefer to avoid eating gluten. Certified by Canadian Celiac Association



OUR STRATEGY



**Our CORE values guide
all our decision making
and best come to life
through our Blue Culture**

Initiatives and workstreams

Food Waste

Plastics and Packaging

Animal Welfare

Food access

Sustainability

Engagement and advocacy

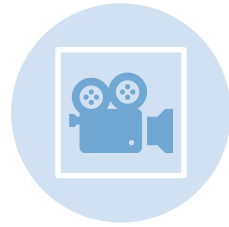
Product Development, Launch and Monitoring Actions



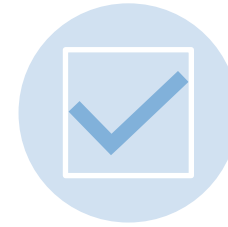
**INNOVATION
/CONCEPTION**



FACTORY TRIAL



**FIRST
PRODUCTION**



**SENSORY
ENDORSEMENT**



QA CLEAR



**POST LAUNCH
ACTIVITIES**

Program Partners



Loblaw Vendor Audit Program

- Extensive training on audit techniques
- Partnership with NSF on audit delivery
- Improved oversight and governance
- Audits scheduled in accordance to risk



- Vertical audit – focused on Loblaw control brand product
- Increased evaluation of quality related programs
- Behavior evaluation

Focus on Quality and Safety – 2022 - 2025



**Product Safety
and Quality
Culture
Strategy**



**Development
of a QFR
Centre of
Excellence**



**Revise and
refresh Loblaw
Academy**



**Enhance
Training and
Education
program**





**QUALITY ASSURANCE,
FOOD SAFETY &
REGULATORY AFFAIRS**

Questions

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