



**Press release**  
***For immediate release***

### **Longueuil pharmacy welcomes new Jean Coutu concept**

Pharmacists owners Jean-Michel Coutu and Tristan Giguère's store is the first in the major network to integrate the concept.

**Varenes, September 15, 2023** - This morning, pharmacists owners Jean-Michel Coutu and Tristan Giguère inaugurated the new facilities of their Jean Coutu store at 2687 chemin de Chambly in Longueuil, following a 15-month renovation project. In addition to enlarging the store, the \$2.3 million investment enabled the integration of the brand-new Jean Coutu concept, a first in the network of over 420 affiliated stores.

#### **A new concept for Jean Coutu**

The new Jean Coutu concept expresses and integrates the values that have built the brand's reputation over the past 53 years. A place for everyone, in the heart of the neighborhood, reflecting the closeness of its healthcare professionals to the communities they serve. When you visit, an atmosphere of accessibility and comfort awaits you. The 2025 concept offers a smoother flow of traffic for a better shopping experience, and simplified reading of the store's different sections thanks to clearer, more intuitive graphic communication. Its looped discovery path, with a visual link to the laboratory as soon as you enter the store, optimizes the on-site browsing experience and facilitates in-store orientation. At the heart of the concept is a cosmetics section with a warm, upscale feel, where customers will find the diversified offering to which they are accustomed. "Jean Coutu is a brand that is close to people and their needs. This is what the new concept reflects: an environment consistent with our brand values, pleasant, open and inclusive", explains Daniel Toupin, Senior Director, Marketing.

#### **A few new features**

On the pharmacy side, robotization has been added to enable greater precision of execution and optimization of service. The pharmacy offers a wide range of professional services, including travel health consultations, vaccinations, drug delivery, and the full range of consultations available under the expanded role of pharmacists. A nursing service is also available on site.

On the commercial floor, customers will now find three self checkouts with a simple, intuitive interface, making it easier to pay for purchases and at the same time reducing waiting time at the tills. These new features are in addition to the full counter service. The renovations also provided an opportunity to add electronic shelf labels throughout the store, ensuring up-to-date price display at all times.

"Jean-Michel and I are delighted with the results of the expansion work, and are looking forward to welcoming customers to this new environment. The team put in a colossal amount of work in preparation for this reopening, and the result lives up to expectations", says Tristan Giguère, pharmacist owner.



The store, which now occupies over 15,300 sq. ft., offers a delivery service and the Buy Online, Pick Up In-Store program. A Canada Post postal counter is also available.

**A not-to-be-missed opening event**

To mark the opening, a customer event runs until Sunday, September 17. Various in-store activities, gifts with purchase, discovery stations and product tastings will also take place. In addition, the Moi teams will be on hand to promote the [new Moi rewards program](#) with exclusive in-store promotional offers. To kick off the festivities, Chantal Lacroix will be in store from 1 to 4 p.m. this Friday, September 15, to meet with customers.



Pictured: **Rolande Balma**, City Councillor for the Antoinette-Robidoux district, Ville de Longueuil, **Jean-Michel Coutu**, President, Pharmacy Division of METRO and Pharmacist Owner, Tristan Giguère, Pharmacist Owner, surrounded by the store team and family members, including Eve-Marie Giguère, Tristan Giguère's daughter, who officially cut the ribbon.

**About Jean Coutu**

Founded in 1969, the Jean Coutu network is one of the most trusted names in Canadian pharmacy retailing, with more than 420 franchised stores in Quebec, New Brunswick and Ontario under the banners PJC Jean Coutu, PJC Santé and PJC Santé Beauté. For more details, visit [jeancoutu.com](http://jeancoutu.com).

**Source and further information:**

JEAN COUTU  
Media Relations  
514 643-1009 or 1 800 463-2190  
[media@metro.ca](mailto:media@metro.ca)