



VISION STATEMENT

"To lead the industry in service, quality, and convenience in both tourism and conventional grocery markets."

MISSION STATEMENT

"Exceed every customer's expectation."

VALUE STATEMENT

"We will operate with integrity, transparency, and honesty delivering the highest quality products possible."

TOP TEN CORE VALUES

Operate with integrity and honesty

Deliver "WOW" Service

Respect our customers, employees, suppliers, and partners

Empower and Develop Leaders

Support our community

Laugh and have fun

Be environmentally responsible

Take calculated risks

Learn from our mistakes

Arrive with energy and focus