



For immediate release

Peter Knipfel
2011 Recipient of the Life Member Designation

TORONTO: August 29, 2011. . . Cori Bonina, Chair of Canadian Federation of Independent Grocers (CFIG) Board of Directors and John F.T. Scott, President and CEO of CFIG, announced Peter Knipfel as a 2011 recipient of CFIG's prestigious Life Member Designation. Peter has long been a staunch supporter of the independent in Canada, serving on the CFIG Board of Directors from 1992 to 2002, acting as Chair in 1999/2000. He currently sits on the Canadian Grocery HR Council (CGHRC) Board and OnTrace Board as CFIG's representative, as well.

Peter started in the grocery business in 1974 bagging groceries and working in the produce department at Knechtel's supermarket in Kitchener, Ontario. Eventually he moved to Knechtel's head office and worked in various departments finishing with store development where he worked, securing locations for franchise grocers. Peter and his wife Jacqui purchased their store in 1987 from a long time grocer Jim & Donna Leask. They operated the store as a Knechtel Franchise, later as a Foodland and in 2004; they left the franchise system and opted to operate their store as a total independent, under the name Chesley Grocery Store.

John Scott, President and CEO of CFIG, said "Peter is a man of integrity, leadership and determination, and his dedication to the grocery industry is second to none. Peter runs a great operation, he knows and loves his community and is therefore well invested in it"

Peter Knipfel will be officially recognized on Monday October 24th at Grocery Innovations Canada 2011, Canada's premier grocery exposition and conference, at CFIG's Luncheon of Honour, in the Leonard Cohen Ballroom, at the Toronto Congress Centre.

The Canadian Federation of Independent Grocers (CFIG) is a non-profit trade association founded in 1962, which continues to be a collaborative community, equipping and enabling independent, franchised and specialty grocers for sustainable success. Representing over 4000 grocery retailers from every part of Canada, CFIG is a strong and united voice for independent grocers, providing programs for operational excellence, facilitating educational and training programs and fostering enabling-relationships among retailers and suppliers. CFIG is a respected organization that speaks confidently for its retail members to industry, government, and the consumer.

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