
COMMUNICATION
For Release
Friday, June 10, 2022



ACE Canada and Atlantic Co-operative Country Stores announce unique co-branded dealer agreement

ACE Canada is pleased to announce an agreement with Atlantic Co-operative Country Stores (ACCS) that will see the co-operative's four Country Store locations, all in Nova Scotia, co-branded and presented as ACE Atlantic Co-op Country Stores in their communities.

"As a co-brand opportunity, this is an unprecedented partnership for ACE Canada, and one we welcome in light of the Country Store group's co-operative nature and vital support of the economies in the communities they serve. We have a full range of the Country Stores' general product lines set up, in place and available for our corporate stores and dealers – just one of the major highlights and benefits of this new relationship. We are also very proud and genuinely excited to introduce the ACE brand to Nova Scotia." - *Derek Smith, VP, Ace Canada Division, Peavey Industries LP*

Atlantic Co-operative Country Stores (ACCS) is a federal co-operative, incorporated September 21, 2000. It was established to ensure the unique agricultural format of the Country Stores continued to thrive as a co-operative while retaining a true focus on their valued customers and communities.

Four locations are held within ACCS: Amherst Country Store in Amherst, NS; Annavale Country Store in Middleton, NS; Colchester Country Store in Bible Hill, NS; and Corridor Country Store in Milford, NS. The federally incorporated ACCS co-operative remains as before and in the near future the locations will be re-branded and presented to their communities as ACE Country Stores or ACE Co-op Country Stores, and ACE Atlantic Co-operative Country Stores formally.

"The ACE Canada network provides the co-operative with the opportunity to offer our customers the quality and range of essential products and service they have come to expect from us. The ability to now access these products from a single source of supply will streamline our processes and our business, generating increasingly positive experiences for our customers when they visit one of our Country Stores. Joining a strong, multi-faceted ACE Canada team and network will bring support to additional aspects of our business as well – this was a positive opportunity no matter how we looked at it." - *Gerry Aldwinckle, General Manager, ACCS*

Agreements have been signed and work has begun on necessary business and branding alignments. Throughout all stages, no major disruption to normal operations or service are expected for the stores' valued customers or partners.

For more information on ACE Canada and dealer benefits, please direct enquires to joinACE@peaveyindustries.com

Media enquiries may be directed to: marketing@peaveyindustries.com

About Peavey Industries LP and ACE Canada

Peavey Industries LP is the parent to two subsidiary corporate brands – Peavey Mart and MainStreet Hardware – with retail stores across the country. 'Canada's Largest Farm and Ranch Retailer' is proudly 100% Canadian and employee owned and gratified to have been serving their loyal customers since 1967. In March 2020, Peavey Industries acquired the Ace Canada brand adding both corporate stores and Ace-branded dealer stores to the PILP retail family. For further details about Peavey Industries LP and their brands, email marketing@peaveyindustries.com.
