

RITCHIES

Where the Community Benefits

To be the Friendliest food and liquor retailer; serving and supporting our customers, team, stakeholders and embracing all our communities.

Our Commitments

Drive Sales
with Profit

Be the
Friendliest Team

Deliver the Best
Customer Service

Embrace all
Our Communities

Grow & own
Our Points of
Difference

Strong Process &
Compliance to keep
us Growing & Safe

Strong, Aligned
Supplier
Relationships

Drive
Shareholder
Value

Our Values

INTEGRITY

We are genuine. We consider all our values in our decision making.

DARE

We are courageous. We take initiative, are bold and exceed expectations.

GROW

We are always learning to develop, improve and grow.

COMMIT

We are dedicated. We take pride in everything we do and always strive to improve.

ENGAGE

We communicate, unite, speak and listen freely and respectfully.

TRUST

We are reliable. We say what we mean and do what we say.

ENJOY

We have the friendliest team. We work hard and have a bit of fun along the way.

SAFETY

We have a safety first attitude when it comes to our customers and team.

