

The City of Langley is the place to be... for Fine Foods & Beverages



“Downtown Langley is a fantastic place to run a business. We’ve enjoyed steady success for the last 15 years, increasing by nearly 30% every year. I absolutely love the community — both the customers and the merchant community have been very supportive. The area retains that small community friendliness even though the City is getting busier and busier, with tons more pedestrian traffic. I feel very blessed to be part of this interesting and vibrant community. Downtown Langley is a great place to have a business. I wouldn’t want to be anywhere else.”

Heather Jenkins, Owner
1 Fish 2 Fish Fresh Seafood Market
www.1fish2fish.ca



Enjoy a diversity of fine flavours. The City of Langley is the place to be for specialty foods and beverages.

TRENDS

As one of the top health-conscious provinces in Canada, British Columbians are seeking higher quality, healthier and tastier foods and beverages. Natural, farm-friendly food products, with fewer additives, are the latest trend. People are also seeking to put more gourmet into their home-cooked meals, and are exploring creative food choices beyond the typical supermarket. Buying local foods and supporting the local community are also hot trends. Quick-fix meal solutions for busy families remain a strong driving force, opening the doors to a variety of creative food opportunities.

OPPORTUNITIES

Langley has already embraced this new trend and is home to a number of high quality food and beverage establishments, including a farmer’s market, fish markets, meat markets, bakeries, sweet treats, cheese manufacturing, specialty teas and coffees, wineries and breweries, and several specialty food stores.

In the City of Langley, there remains plenty of opportunity for more specialty food and beverage establishments. In particular the downtown area is seeing a demand for higher value food and beverage retail like bakeries, cheese shops, butchers, and vegetable markets.



“We chose Downtown Langley for its central location and tremendous growth potential. We were also attracted to the significant improvements being made to the area. A huge bonus is the amazing marketing support and events that the DLBA and City provides to attract consumers to the area. We really lucked out picking this community.”

Glenn Pineau
ALL OF OILS

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CENTRAL LOCATION

The City of Langley is part of the Metro Vancouver Regional District. Only 35 kilometers east of the City of Vancouver and the Vancouver International Airport, the City of Langley is located at the crossroads of several major highways and is close to three major USA border crossings and the Abbotsford International Airport.

POPULATION

The City of Langley has a dense population of 26,000 people within its 10 square kilometers. As one of Metro Vancouver's Regional City Centres, it enjoys a primary trade area (15-minute radius) of 275,000 people. It is surrounded by Langley Township (population: 104,000) and Surrey (population: 463,000) with an averaged area 5-year growth rate of 16.6%. There are about 3 million people in the region: Metro Vancouver: 2.3 million (9.3% growth over 5 years); and the Fraser Valley Regional District: 278,000 people (8% growth over 5 years).¹

ATTRACTIONS

With close proximity to both an affluent urban population and fresh food sources, the City of Langley has become the place to be for Food and Beverages. Langley's *Circle Farm Tour*, *Wine Tours*, and events like *Downtown Langley's Fork and Finger Foodie* event draw people to explore the tastes of Langley. Multiple other events and attractions also draw customers, including

the *Arts Alive Festival*, the *Langley Good Times Cruise-In* car show, the *Cascades Casino Resort & Coast Hotel Convention Centre*, *Fort Langley National Historic Site*, the *Greater Vancouver Zoo*, the *Canadian Museum of Flight*, *Newlands Golf & Country Club*, *Horseback riding events* and *sporting events*. Visit Tourism-Langley.ca.

FOOD SERVICE INDUSTRY

The food and beverage service industry in British Columbia remains strong, generating \$10 billion in revenue, and growing 7.5% in 2014 compared to the Canadian average at 4.0%. BC is also home to some of the highest food service spenders in Canada. Trends in this sector show more demand for fast meal options, more ethnic cuisine, and greater healthy food choices. More and more consumers want niche food items and are choosing to shop specialty boutiques in areas like pedestrian-friendly Downtown Langley.

ECONOMY

The economy in the City of Langley remains strong with more jobs than the resident labour force. The City's primary trade area represents a \$3.84 billion trade market. And the average household income in the primary trade area is about \$95,000, compared to the BC average of \$81,500.²

ECONOMICAL LAND

Located on the eastern border of Metro Vancouver, Langley enjoys housing costs that are more than 50% lower than the City of Vancouver. Commercial leasing costs are also significantly less, particularly in Downtown Langley, with average costs ranging from \$10 to \$35 per square foot.

1. 2011 CENSUS | 2. RETAIL TRADE AREA STUDY, 2012-2016.

"Business in the City of Langley has been great! Originally established as a wholesale tea production company, Naked Teas Galore specializes in organic teas, herbs, spices, matcha, flavoured matcha, goji berries — all using natural flavouring. Since 2011, Naked Teas Galore has grown significantly, selling products across Canada and as far away as Australia, and adding a retail outlet in 2013. We now offer more than 220 product varieties, available in-store, online and through wholesale private labels at multiple tea shops, restaurants, spas, grocery stores and health food stores. In the City of Langley, we have enjoyed a great customer base, a comfortable suburban lifestyle, and amazing promotional support from the BIA. It's a great place to work and prosper."

Doug Brewer, Owner
NAKED TEAS GALORE



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