

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



"We've enjoyed tremendous success in the City of Langley. Our gourmet bread products have consistently been rated #1 in the region, and are now in demand throughout the Pacific Northwest. We attribute our success to our proximity to local food suppliers, enabling superior quality control, as well as to our ability to deliver to Vancouver in as little as 30 minutes. With a great quality of life and growing success, Langley proves to be a great location."

Pat McCarthy, Owner
A BREAD AFFAIR
abreadaffair.com



The City of Langley is the place to be for eating better — from savouring better tastes to embracing better health.

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 bakeries, fish markets, meat markets, the Langley farmer's market, cheese manufacturer's, wineries and breweries, and specialty food stores with cooking classes.

There remains plenty of opportunity in the area for more specialty food and beverage establishments, namely local producers of high quality, natural, convenience meal solutions, plus meat, cheese, and vegetable markets, among others.



"Downtown Langley is a fantastic place to run a business. We've enjoyed steady success for the last 13 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 maintains 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

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POPULATION

The City of Langley is located in the centre of the Lower Mainland Economic Region, from Vancouver to Hope. This area is made up of two districts: Metro Vancouver (population: 2.4 million, with an annual growth rate of 6.5%) and the Fraser Valley Regional District (population: 285,000, with an annual growth rate of 8.2%). Langley City (population: 26,000 in 10 square km) is surrounded by the Langley Township (population: 105,000) and situated at the eastern edge of Metro Vancouver, between Surrey and Abbotsford. The City of Langley enjoys a 30-minute commuting population of about 750,000 people. (STATISTICS CANADA, 2006)

TRADE MARKET

The City of Langley enjoys a trading population of 231,000 people with a total expenditure potential of \$3.38 billion. The average family income in the area is about \$75,000. (RETAIL TRADE AREA STUDY, 2009)

FOOD SERVICE INDUSTRY

In the heart of BC's Lower Mainland, the City of Langley enjoys some of the highest food service spenders in Canada. An average household in British Columbia spends about \$7,500 on food annually — the highest among all ten Canadian provinces. BC also exceeds the national average, spending

\$2500 at bars and restaurant, providing gross receipts in excess of \$668 million.

Between 1999 and 2008, total sales by food services and drinking places rose 41.4% to \$7.7 billion. The food services industry grew significantly more than drinking establishments, growing by 45.4% compared to 8.5% growth. (BC STATS, TOURISM SECTOR MONITOR, 2010) Future growth is expected to remain strong.

FOOD AND ENTERTAINMENT

Located in the heart of the Lower Mainland, 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 Wine Tours. Langley's Circle Farm Tour (www.circlefarmtour.com) and Enjoy Tour and Travel (www.enjoytourandtravel.com) provide two tour opportunities to savour the tastes of Langley.

Langley is also home to many other popular events and attractions, which bring many more food patrons. These activities include the *Arts Alive Festival* (August), the *Langley Good Times Cruise-in Car Show*, the Fort Langley National Historic Site, the Greater Vancouver Zoo, the Canadian Museum of Flight, Cascades Casino, and more.

ECONOMICAL LAND

Located on the eastern border of Metro

Vancouver, Langley enjoys housing costs that are 58% lower than the City of Vancouver and retail leasing costs up to 7 times less than Downtown Vancouver! Based on average costs from 2009, Retail Lease Space is between \$14 to \$25 per square foot.

"Langley and the Fraser Valley is a great area to run a food industry business. The people here are affluent and have sophisticated tastes. Plus the area is close to a variety of fresh, high quality foods. The City of Langley and the friendly family-oriented community embraced us and have been very supportive. Since we started 8 years ago, we have enjoyed exponential growth of 30% year over year. Come and enjoy the bounty and the flavours of the City of Langley."

Angie Quaale
WELL SEASONED
"a gourmet food store"
www.wellseasoned.ca



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