



CANADIAN FEDERATION OF INDEPENDENT GROCERS - FÉDÉRATION CANADIENNE DES ÉPICIERS INDÉPENDANTS
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Jim Bexis of Sun Valley Supermarket Receives Life Member Designation from CFIG

TORONTO — October 24, 2022... Giancarlo Trimarchi, Chair of the Canadian Federation of Independent Grocers (CFIG), Thomas Shurrie, President and CEO, and the CFIG Board of Directors are pleased to announce **Jim Bexis, Toronto, Ontario**, as the 2022 recipient of CFIG's prestigious **Life Member Award** in the **Independent Grocer** category.

Like many other independent grocers, Jim Bexis wasn't born into the business. Gerry Aravantinos, Jim's father-in-law, needed help at his Sun Valley Fine Foods, Jim agreed to lend a hand at the store, which was located in Toronto's Greektown neighbourhood. Jim started out in the back office in 1985, and then moved to the new Sun Valley Supermarket in when it opened in 1986. Jim now owns the store along with his partners, brothers-in-law Peter Vacirtzoglou and Spiros Aravantinos.

Jim is passionate about CFIG and served on the Board for eight years before becoming Chair in 2017. He believes CFIG gives independents, especially the smaller retailers, the resources to help them keep their market share. He says, "as part of a bigger group, we have a bigger voice."

Aside from the day-to-day running of the business, Bexis is also a champion of charitable causes in his community—he has a particular affection for Variety Village—which is just down the street from Sun Valley Supermarket.

When asked about what he does in his spare time, Jim laughs. "In this business we don't get a lot of time off," he says, "but I always try to enjoy life with my family—my wife and two children.

CFIG's Life Member designation honours those individuals who have made a significant contribution to the food industry. Their experience, accomplishments and commitment are at the foundation of today's grocery retailing business.

Jim Bexis will be officially recognized at the Canadian Independent Grocer of the Year awards gala on Wednesday, October 26, at **Grocery Innovations Canada 2022 (GIC)**. GIC is Canada's primary grocery exposition and conference occurring at the **Toronto Congress Centre, October 25, 26, 2022**.
www.GroceryInnovations.com

The Canadian Federation of Independent Grocers (CFIG) — 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. CFIG is the strong and united voice for the independent grocery retailers to Industry and Government across Canada. CFIG also provides programs that support operational excellence while fostering solid relationships among retailers, distributors and suppliers. www.cfig.ca

Headshot Jim Bexis: <https://www.dropbox.com/s/yg808yvzb2yjjdg/Jim%20Bexis.JPG?dl=0>