



## Tip Sheet

### Story Ideas from Meijer About New Tax Law Impact

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GRAND RAPIDS, Mich. March 25, 2020—The president of Meijer, Rick Keyes, and his team have decided to instruct all of the Meijer stores to look for local opportunities when stocking their shelves. This includes products such as produce, meats, and clothes to support the local market in Meijer’s entire six-state region.

#### **With new local products at Meijer comes a fun local taste-testing party**

Beyond El Matador chips, MadCap and Ferris coffee, or Hudsonville ice cream, there is now a bountiful amount of brands that can be new favorites available at Meijer today. After a process of finding new local products, Meijer’s decided team decided to have a large taste-testing party in lieu of “Sample Saturday” at the Knapps Corner Meijer on April 11.

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#### **Paramount Coffee, our secret hero, can now be found at Meijer**

There are many local coffee shops around Grand Rapids that people know and love, such as The Bitter End and the Chapbook Cafe in Schuler Books, who stock their shelves with Paramount’s locally roasted coffee beans. This type of article would heavily feature Paramount’s history and how we can continue to support them by buying the coffee directly from Meijer.

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#### **Meijer opens Grand Rapid’s first co-op manufacturing plant to support local suppliers**

As Meijer is looking for brands, the work that they have already done thus far has greatly helped the local economy. With suppling needs in mind, Meijer also would like to open contracts to any local business that is in need of more space for manufacturing: opening Grand Rapid’s first co-op manufacturing plant for local businesses.

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