

# PETE LUCKETT



Pete is a born entrepreneur. At age 14, he saw opportunity in the sights, sounds and flavours of England's busy outdoor food markets. Part theatrical sideshow, part business-savvy—Pete saw a perfect niche for his gregarious personality and food know how. He learned how to stand out in a crowd by offering excellent quality, unique products and a fun, exciting shopping experience. He knew everyone by name, treated them like good friends, and they never left his stall without knowing something new, trying something new, with a full basket and a smile on their face.

Like all business adventurers, his early success encouraged him to push the boundaries and test the waters. He crossed the Atlantic in 1979, spending several years exploring culinary experiences. With a new global perspective, he was ready to settle down and take Atlantic Canada by storm. He grew from a single retail outlet in New Brunswick in 1982, to one of Atlantic Canada's best known and loved brands...Pete's Frootique.

Pete launched in Nova Scotia in 1992. "Pete's Fine Foods" is a multi-million-dollar retail business with locations in Halifax and Bedford, Nova Scotia. Whether it's new business challenges, or displaying perfect produce, Pete keeps it fresh! The locations are open concept, with distinct destinations specializing in deli, produce, bakery, meats, fish and more.

In 2011, Pete launched Lockett Vineyards. Nestled in the hillsides of Nova Scotia's enchanting Gaspereau Valley, the vineyard offers stunning views of the Minas Basin and Blomidon and is beautifully positioned to take advantage of a fertile environment. Lockett Vineyards produces wines true to the maritime climate and showcases the local grape varieties that truly are worth phoning home about.

Inspired to build the Lockett Vineyard brand, Pete recently announced the sale of his grocery retail and wholesale business to Sobeys. According to Pete, "Customers can enjoy peace-of-mind knowing that Pete's Fine Foods will continue to prosper and expand while offering that same extraordinary shopping experience. The 'Frootique' legacy will live on and prosper." The move from a perishable business to a product that only grows better with age, Lockett Vineyards is Pete's new calling. But he'll always have a Tooodleedoooo!! for anyone that passes by!

Source: JA Files

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