

Ahead of the Curve

ON THE VINE

EXAMPLES OF INNOVATION & ADAPTATION
IN SAINT JOHN AND AROUND THE WORLD

COVID-19 BUSINESS REALITY

On the Vine is a local grocer located in East Saint John. Customers struggled to follow social distancing rules while shopping in the small space, so the company had to shut its doors to in-store shopping.

INSIGHTS & ACTION



On the Vine **ON THE VINE DELIVERY** Let us bring your groceries **TO YOU!**

721-6965
CALL OR TEXT

Give us a call!
Free Delivery
for Seniors (over 55)
with orders over \$50.00
We've got supper covered!

ON THE VINE **THIS WEEK ONLY**
1350 HICKEY ROAD, SAINT JOHN

When it closed its doors on March 19th, On the Vine acted quickly, creating a website where customers could place orders and select delivery or pickup options. It also used social media channels to communicate special offers and purchasing options. Knowing it had many seniors as customers, On the Vine offered them free local delivery. In addition, it started offering a drive-by farmer's market on Sunday afternoons. Cars line up in the parking lot, drive by products lined up on crates, have the products put in their trunk, and then pay by debit or credit. While people are sitting in their cars, a local musician performs to keep them entertained.

RESULTS

On the Vine has been able to keep many of its employees working during this time and the farmer's market and online ordering have been very successful.



Sunday May 3rd
DRIVE BY FARMER'S MARKET



Truckload of *fresh* Fruit & Vegetables!

ON NOW!
12:00 - 5:00PM

LESSONS LEARNED

- Adaptability and flexibility are key when owning a business. It may not be the idea of how you thought your business would run, but making important and swift decisions in crucial times can help save your business.
- The drive-by farmer's market is successful because it engages customers at a time when they are looking for ways to interact. It gives people something to do on Sunday afternoons and makes them feel included in the buying process.

VISIT ON THE VINE - ONTHEVINE.CA
OR FACEBOOK [@ONTHEVINENB](https://www.facebook.com/ONTHEVINENB)

FOR COVID-19 BUSINESS TOOLS & RESOURCES VISIT EDGSJ-CURVE.COM



**ECONOMIC
DEVELOPMENT**

GREATER SAINT JOHN