

The City of Langley is the place to be... for Savoury Treats

"We love Downtown Langley. It has a great pedestrian-friendly atmosphere and a very supportive business community. We've enjoyed 35% growth since moving here. We've won multiple awards, like "Vancouver's Favorite Cupcake." And we have garnered the attention of some very high profile Metro Vancouver customers and international entertainers. From servicing weddings and business events to hosting evening entertainment or high tea in our café, Frosting Cupcakery is part of what makes the City of Langley the place to be."

Craig & Melanie McDougall, Owner
FROSTING CUPCAKERY & BAKESHOP
frostingcupcakery.com



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TRENDS

Higher quality gourmet foods, bakery, dairy, and confectionary items are a growing trend in Metro Vancouver and the City of Langley. This affluent population seeks premium food products and greater selection than can be found in a typical supermarket. People want superior quality and are willing to pay more and travel further to obtain it.

There is also a growing trend to shift away from mass produced goods with additives, and instead develop niche food markets, where customers can savour higher quality, reconnect with their community and support the regional economy.

OPPORTUNITIES

The City of Langley is already capitalizing on this growing trend, with several new destination specialty food stores that attract customers from all over BC's Lower Mainland. With lower overhead costs, an affluent trade area population, and a superb quality of life, the City of Langley makes an ideal location to open any specialty food or beverage establishment. In particular, Downtown Langley, with its pedestrian-friendly appeal and supportive business network, provides an ideal location where niche businesses can prosper.



"Downtown Langley is a great place to run a specialty confectionary store. With lots of people walking in this compact community, more than 200 people can visit our store in one day — and much, much more during the numerous events like the renowned Good-Times Cruise-In car show. People will come from all over to enjoy our fresh fudge, ice cream, soda pop, and specially imported candies of countless flavours. Now with gluten-free and sugar-free treats, Sticky's in Downtown Langley offers affordable treats that simply are not available in a typical food store."

Sherri Martin, Owner
STICKY'S CANDY
stickyscandylangley.ca

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With countless restaurants and specialty food shops, the City of Langley is a great place to savour culinary treats.

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 on bar and restaurant spending at \$2,200 per family, providing gross receipts in excess of \$7.8 billion. (2012) The City of Langley is home to nearly 100 restaurants within 10 square km. The continued long-term success of these multiple establishments is evidence that future growth potential remains in this sector.

FOOD AND ENTERTAINMENT

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* and the *Enjoy Tour and Travel*, as well as the popular *BBQ on the Bypass*, provide a few 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 attractions include the *Arts Alive Festival* (August), the

Langley Good Times Cruise-In car show, and Cascades Casino. Learn more. Visit www.Tourism-Langley.ca.

CENTRAL LOCATION

The City of Langley, part of the Metro Vancouver Regional District, is located in the centre of the Lower Mainland Region, from Vancouver to Hope. The City of Langley marks the crossroads of several major highways, three major USA border crossings, the nearby Abbotsford International Airport and the BC Ferries Terminal. Within 35 kilometres of the City of Vancouver, the City of Langley provides easy access to the Vancouver International Airport and the Port of Vancouver.

POPULATION

There are nearly 3 million people in the region. Metro Vancouver (population: 2.3 million, with a 5-year growth rate of 9.3%) and the Fraser Valley Regional District (population: 278,000; growth rate of 8%). Langley City (population: 26,000 in 10 square km) is surrounded by Langley Township (population: 104,000) and Surrey

(population: 463,000) with an averaged area growth rate in excess of 16.6%. (2011 CENSUS)

TRADE MARKET

There are more than 1 million people within a 30-minute commute and a local trade area population of 275,000 people, representing a \$3.84 billion trade market. The average household income in the primary trade area is about \$95,000, higher than the BC average. (RETAIL TRADE AREA STUDY, 2012-2016).

ECONOMICAL LAND

The cost of living in Langley is significantly lower than Vancouver. Housing is about 40% lower than Vancouver. Lease rates for industrial and commercial property range from about \$10 to \$13 per square foot.

(FRASER VALLEY REAL ESTATE BOARD & REAL

ESTATE BOARD OF GREATER VANCOUVER, 2012;

CUSHMAN & WAKEFIELD RETAIL MARKETBEAT, 2012)



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