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November 8, 2012

SENT VIA EMAIL
edc@toronto.ca

Economic Development Committee
Secretariat Division, City Clerk's Office
City of Toronto
100 Queen Street West
Toronto, Ontario, M5H 2N2

Attention: Janet Chivilo

Dear Madame:

RE: Bruno's Fine Foods Inc. and the Holiday Shopping Bylaw

My name is Bill Lehun and I represent Bruno's Fine Foods and Bruno's is currently operating five (5) stores (four (4) in Toronto and one (1) in Richmond Hill). Bruno's is not part of a major chain nor is it a "mega-store" but it has to compete with the major chains and the "mega-stores". These stores have very deep pockets.

Bruno's is considered a neighbourhood store and is located either as a stand-alone in the neighbourhood or in a small neighbourhood plaza.

Bruno's has watched with some amazement at the shopping activity that has gone on since the passage of the Holiday Shopping bylaw in 2006.

How can there be holiday shopping for tourists to Toronto but no holiday shopping for the vast majority of people in Toronto.

It would appear that Toronto is still living in the 1940's and is not taking into account the significant changes not just in personal life style but in overall family life style. Most people do not stay home on these holidays as they are out and about doing those things that they don't have time for during their normal working hours. This is manifestly evident to all retailers who have dared to stay open on these holidays as the level of business is far greater than on any other normal day.

**MINDEN
GROSS^{LLP}**

Bruno's heartily supports the recommendation of the General Manager of Economic Development and Culture and in fact, if the Committee sees fit, Bruno's will welcome any other holidays that can be included in the recommendation.

Yours truly,
MINDEN GROSS LLP

A handwritten signature in black ink, appearing to read 'William M. Lehun', with a stylized flourish extending to the right.

William M. Lehun
WML/lc
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