

Retail Watch BY ANNIKA MELANSON

Wafu shakes up salad dressing business

The word “wafu” means Japanese-style. Last July, Westmounter Arabella Decker joined the creator of the Wafu brand, Mari Toyoda, and became the co-owner of Mari’s Foods Inc., the producers of Wafu Japanese vinaigrettes. Toyoda was born in Japan to restaurateurs. She is one of Canada’s few Japanese chefs licensed by the city of Tokyo.

Decker is passionate about the Wafu brand. She draws on her 12 years of global brand strategy and marketing expertise at Ogilvy & Mather in consumer packaged goods to expand it.

Decker & Dove

In fact, while working at Ogilvy & Mather’s London offices, Decker and her team were the wizards who wrote and launched the strategy for the Dove “Campaign for Real Beauty”, which increased Dove’s business by 20 percent.

Wafu vinaigrette has existed since 1999. In fact, it won the New Best Product Award in 2002 at the Canadian Grand



Arabella Decker samples her products.

Prix New Product Awards. Wafu is versatile and can be used as a marinade with chicken, a sauce with salmon, a dip for sushi or veggies, a basting sauce on grilled shrimp or simply as a salad dressing.

What’s next for Wafu? A light version of the original vinaigrette, containing half the calories as well as a new line of flavours, which will be launched over the course of the summer.

“Wafu has got a buzz going,” said Decker, “once people get it into their mouths and taste it, they fall in love.” Wafu is available in Quebec, Ontario and parts of the northeastern United States. Decker even has orders from Europe and the UK. To get your fix, head over to Metro, Les 5 Saisons, National, Miyamoto or Marché Westmount Square.

Airbrush event at UGG

The UGG store (4891 Sherbrooke St, 514-907-7844) hosted an “Airbrush Event” on April 2. UGG fans and fashionistas were in attendance to purchase new pairs of boots or slippers, and have them per-



Chloe Anassis, with her mother, Mylene Dumoulin, at UGG.

sonalized onsite by airbrush artists.

Sushi and cupcakes were provided while customers browsed through the store. Westmounter Chloe Anassis had a pair of boots airbrushed with her name and stars “to give them their own feel,” said Anassis.

Chiro + Physio Westmount expands due to high demand

If you have had an injury that restricts your movement, Chiro + Physio Westmount (4823 Sherbrooke, 514-937-6550, www.chiropusphysio.com) may be the place for you.

Chiro + Physio, which opened in 2004, offers patients a unique option for rehabilitation. Due to a high demand, the clinic expanded last November. Owners Paul Knechtel, chiropractor, and Josée Rémillard, physiotherapist, offer one-on-one professional physiotherapy and chiropractic care. The clinic is the only one in Montreal to offer both treatments from the same office.

Both Knechtel and Rémillard graduated in 1986 – Knechtel from the Palmer College of Chiropractic in Iowa (named for the founder of chiropractic) and Rémillard from McGill University’s physical therapist program. “Our clientele come from all over: the South Shore, Laval, the West Is-



The Chiro + Physio team: Josée Rémillard (physiotherapist), Paul Knechtel (chiropractor) and Shannon Lamontagne (administrative assistant).

land, Lorraine, LaSalle, as well as Westmount,” said Shannon Lamontagne, the clinic’s administrative assistant. On March 27, there was even a client from England.

Chiropractics and physiotherapy have been known to compete, but at this clinic, they complement each other. Some patients see both Knechtel and Rémillard, when it is determined that the patient may benefit from both treatments. “When we work together, we do tremendous things,” said Rémillard.

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