



**Gustavson**  
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<b>Grocery Stores - GBTI 2023</b>					
<b>Brand Name</b>	<b>Brand Trust Rank 2023</b>	<b>Brand Authenticity Rank 2023</b>	<b>Brand Ability Rank 2023</b>	<b>Brand Affinity Rank 2023</b>	<b>Brand Advocacy Rank 2023</b>
Costco	1	27	1	1	1
IGA	28	11	94	19	65
Metro (Grocery Stores)	93	40	167	57	120
Sobeys	110	34	200	71	195
Whole Foods	110	3	121	132	212
Couche-Tard/Circle K	211	92	252	132	195
Safeway	211	68	288	161	239
The Real Canadian Superstore	247	68	200	218	149
Loblaws	303	64	236	189	239
Walmart	354	278	310	314	187

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