

A MACKENZIE FRONTIER TOURIST ASSOCIATION MEMBER FEATURE



WHERE TAKING CARE OF CUSTOMERS IS TRADITION

Traditions Café & Gifts, High Level, AB

When Sherry Matthews and her husband Harvey saw a “for sale” sign posted at the Traditions Café & Gifts in High Level 10 years ago, they jumped at the opportunity to buy it. Now, a decade later, they reflect on their approach to running a successful café in the North.

“When you have a business in the North, you have to be diverse,” said Sherry. “We offer specialty drinks, homemade soups and sandwiches, gluten free options, delicious desserts and catering.”

Traditions also offers fresh and silk floral arrangements, gifts—both locally-made and made-in-Canada—and a line of wellness products

and healthy food options. The Matthews also grow produce to use in the café in indoor garden towers. They host events such as paint nights, health and wellness events and floral classes too.

Making each visit special for their customers is the goal for Sherry and the team at Traditions.

“We go out of our way to take care of our customers and to make every trip to Traditions a special occasion,” said Sherry. “It could be remembering how you like your specialty drink, to delivering a gift basket to a special friend, a smile and a chat when you come by or delivering flowers to your table for an anniversary lunch date.”

Although Traditions has experienced its share of ups and downs, Sherry doesn’t let that get her down and uses challenges as opportunities to learn and grow.

“In business you need to be ever evolving, trying new things, stepping outside of your comfort zone and providing what your customers want,” said Sherry. “We have used our hard times as opportunities for growth.”

Traditions stayed open during the 2019 Chuckegg Fire, which burned over 300,000 hectares and displaced thousands of residents from their homes.

“That was such an emotional time,” said

Sherry. “To be able to, with the help of our friends, help our community feed firefighting staff. It was hard and amazing.”

After 10 years in business, Sherry is thankful for the experience and the support of her community.

“We’re so proud to be the owners of Traditions, and we’re blessed by all the customers we’ve met and gotten to know over the years.”

Whether you live in High Level, or you’re just passing through, Traditions is your opportunity to take a moment for yourself.

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