



**RETAIL
ASSOCIATION OF
MAINE**
Voice of Maine Retail

45 Melville Street, Suite 1
Augusta, ME 04330
Phone: 207.623.1149
www.retailmaine.org



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Contacts:

Curtis Picard, President and CEO
Retail Association of Maine
207.240.7377 Cell
curtis@retailmaine.org

Retail Association of Maine Honors L.L.Bean as the 2024 Maine Retailer of the Year

Freeport, ME (October 18, 2024) —The Retail Association of Maine presented its 2024 Maine Retailer of the Year Award to L.L.Bean. The annual award is a prestigious recognition of a retailer in Maine who has met the highest standards of excellence in the past year by improving its sales, work environment for its employees, and the contribution of its resources to the community.

Widely recognized as an international retail industry leader, L.L.Bean continues to invest in Maine. L.L.Bean exemplifies the same qualities that define the Retailer of the Year—dedication to customer service, innovation, and community impact. Just as the award honors retailers who lead with excellence and integrity, L.L.Bean has set the standard for these values with its commitment to quality, its ability to adapt in a changing marketplace, and its strong ties to Maine’s communities.

Steve Smith, President and CEO of L.L.Bean, along with other team members, accepted the award Thursday at The Summit 2024, our annual trade conference, co-hosted by the Retail Association of Maine (RAM), the New Hampshire Retail Association (NHRA) and Maine Grocers and Food Producers Association (MGFPA).

“For more than 100 years, Mainers and people around the world have enjoyed the exceptional products sporting the L.L.Bean brand, but what really makes L.L.Bean special is the people. From top to bottom, the people that work at L.L.Bean are an inspiration to do retail right,” remarked Curtis Picard, President and CEO of the Retail Association of Maine. “Equally important, L.L.Bean has invested significant resources in the Maine community with their visionary corporate headquarters, the transformation of their flagship store in Freeport, and the millions of dollars they contribute to their community partners annually”

L.L.Bean, a storied Maine-based retailer with more than a century of heritage, has built its legacy on quality craftsmanship and a deep connection to the outdoors. Founded in 1912 by Leon Leonwood Bean, L.L.Bean’s iconic products, like the famous Bean Boot, have come to symbolize durability and innovation. Rooted in its mission to help people experience and enjoy nature, L.L.Bean remains committed to inspiring future generations of adventurers while upholding its values of integrity, service, and environmental stewardship. The company not only creates world-class gear but also works collaboratively with organizations and communities to make a meaningful difference, ensuring that the beauty of the natural world is preserved for all. Through their initiatives, they continue to lead as a brand that inspires, empowers, and gives back.

“We are humbled to receive this award and it is especially meaningful to be recognized by colleagues in our home state. Our brand is Maine and the values celebrated by this award are Maine values that we try to emulate throughout our company every day,” said Steve Smith, CEO of L.L.Bean. “The Retail Association of Maine continues to be an essential partner for us. We thank the association and its leadership for their dedication to Maine’s retail industry and its members’ success.”

Their longstanding dedication to both their customers and their community stakeholders mirrors the leadership and forward-thinking approach celebrated by the Retailer of the Year recognition. The Retail Association of Maine has presented the annual Retailer of the Year Award since 1980. L.L.Bean joins other respected honorees including Hancock Lumber, Lisa Marie's Made in Maine, Day's Jewelers, Union Farm Equipment, and Loyal Biscuit Company.

About the Retail Association of Maine

The Retail Association of Maine is a statewide (RAM), non-profit trade association representing more than 300 businesses in the state, from large chains to small independent retailers. Incorporated in 1937, RAM serves as the voice of retailers in Maine and concentrates on preserving the state's strong retail climate. For more information on RAM, please refer to the web site at retailmaine.org or call the Retail Association of Maine office at 207-623-1149.

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