

Parksville Save-On-Foods opens in-store B.C. VQA wine department

(July 15, 2016 – Parksville, B.C.) The Save-On-Foods store in Parksville is the latest grocery store in the province – and the first on Vancouver Island – to add B.C. VQA wine to its shelves.

The Parksville location is the Langley-based chain's eighth store to carry more than 900 varieties of 100% B.C. VQA. The seven other Save-On-Foods with in-store wine departments are located in Langley, Maple Ridge, Tsawwassen, Surrey (2), and Kelowna (2).

Save-On-Foods has partnered with the BC Wine Institute (BCWI) and through it, more than 150 wineries across the province to put their B.C. VQA wine on shelves since the province changed its liquor license policy to allow for British Columbian wine to be sold in some grocery stores in the spring of 2015.

The BCWI represents all wineries in British Columbia to grow the premium market share for the BCVQA Wines of British Columbia, and continues to play a pivotal role in making BC's wine industry an internationally recognized niche region producing world-class wines and tourism experiences.

Quotes:

Darrell Jones, Save-On-Foods President

"We are proud to support the incredible winemakers of this province and give our customers across B.C. the opportunity to try their products. Our Parksville customers can now find a high-quality, 100 per cent B.C. VQA wine to complement their meal at the same time as they're picking ingredients – and that's the kind of convenience and service Save-On-Foods is known for delivering."

Miles Prodan, President/CEO of the British Columbia Wine Institute

"More wine-in-grocery stores are opening across BC and we are pleased to see BC VQA Wine become even more accessible to consumers on Vancouver Island. It's about giving consumers the convenience and access to a larger selection of BC VQA Wine that is grown and made 100 per cent in BC to pair with other favourite BC agriproducts."

Marc Lefebvre, Parksville Mayor

"We are thrilled Save-On-Foods chose Parksville as the first wine-on-shelves location on Vancouver Island and wish them much success in this endeavour."

Michelle Stilwell, MLA for Parksville-Qualicum

"Our government heard loud and clear that people want the convenience of picking up a bottle of B.C. wine while they're buying groceries for dinner, and we took action on the necessary changes to make this happen. Today's announcement will create more opportunities to showcase the high-quality wines produced across our province, right here in Parksville."

John Yap, Parliamentary Secretary for Liquor Reform Policy

"The wine-on-shelves model provides customers with access to bottles of wine from lesser-known producers that aren't available at BC Liquor Stores or many other liquor outlets, which helps broaden their knowledge of B.C. products, while at the same time buying local. It's clear these changes are working for customers and industry alike, with eight locations already taking advantage of the opportunity. We look forward to seeing that number grown as more British Columbians have the opportunity to experience the high quality wine produced in our province."

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About Save-On-Foods

Save-On-Foods is committed to Going the Extra Mile for customers in every community served, every day. Known for its unique approach in customizing each store to best suit the needs of the neighbourhood by carrying more than 2,500 locally-made products from more than 2,000 local growers and producers, the company has been innovating and putting customers first for over 100 years.

For more information, contact:

Media Relations

604 888 2079, extension 2200

mediarelations@owfg.com