



A division of the Overwaitea Food Group LP

# Media Release

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

**(September 16, 2016 – Prince George, B.C.)** The Save-On-Foods store in Spruceland is the latest grocery store in the province – and the first in Northern B.C. – to add B.C. VQA wine to its shelves.

The store, located at 555 Central Street, is the Langley-based chain's tenth grocery store to carry more than 900 varieties of wine that is 100 per cent British Columbian. The other Save-On-Foods with in-store wine departments are located in Langley, Maple Ridge, Tsawwassen, Parksville, White Rock, Surrey (2), and Kelowna (2).

Save-On-Foods has partnered with 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.

Quotes:

**Darrell Jones, Save-On-Foods President**

"Our customers love the convenience of being able to pick up a high-quality bottle of wine at the same time as they're picking up ingredients for their meals, and we are all about putting our customers first. We are thrilled to officially open the B.C. VQA wine department in the Spruceland Save-On-Foods today and bring this unique service to our neighbours in Prince George."

**Minister Shirley Bond, MLA for Prince George-Valemount and Minister of Jobs, Tourism, and Skills Training and responsible for Labour**

"We've seen the success of wine-in-grocery across the province over the past year. This program is supporting the growth of our wine industry that employs over 10,000 people across B.C. by offering wineries another way to get their product to market, and providing consumers an opportunity to try a new kind of B.C. wine."

**Minister Mike Morris, MLA for Prince George-Mackenzie and Minister of Public Safety and Solicitor General**

"Today's announcement is a great step forward to increase convenience for British Columbians, who can now pick up a bottle of B.C. wine while they're getting groceries. We've seen the success of wine-in-grocery across B.C., and it's fantastic that Prince George is home to the tenth grocery store in the province that is taking advantage of the wine-on-shelves model, and the first location to do so in the north."

**John Yap, Parliamentary Secretary for Liquor Reform Policy, and MLA for Richmond-Steveston**

"Bringing more B.C. wine to Prince George and other parts of the province has been years in the making, and Save-On-Foods has done a tremendous amount of work blazing the trail for increasing consumer convenience and supporting B.C. businesses with wine-in-grocery. Today's announcement really highlights the momentum we're seeing in B.C.'s burgeoning wine industry, and it's great news for the people of Prince George who will have more opportunities to experience the exceptional wine we produce right here in British Columbia."



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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.

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