



A division of the Overwaitea Food Group LP

Media Release

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

(July 28, 2016 – White Rock, B.C.) The White Rock Save-On-Foods store opened its new wine department this morning, providing customers with the convenient option of picking up a bottle of 100 per cent British Columbian wine to accompany their meal right in the store.

The store carries B.C. VQA wine exclusively under the province's B.C. VQA wine licence structure.

Save-On-Foods has partnered with more than 160 wineries across the province through the B.C. Wine Institute to put more than 1,000 varieties of VQA wine on shelves.

The White Rock Save-On-Foods is the Langley-based chain's ninth store to carry B.C. VQA wine. Two Save-On-Foods stores in neighbouring Surrey also have in-store wine departments, along with two Save-On-Foods stores in Kelowna, and one each in Langley, Maple Ridge, Tsawwassen, and Parksville.

Quotes

Darrell Jones, Save-On-Foods President

"We are thrilled to be able to offer this fantastic selection of 100 per cent British Columbian wines to our friends in White Rock. Our customers love the convenience of this option, and the fantastic team at White Rock Save-On-Foods is excited to have one more way to go the extra mile for their neighbors."

Gordon Hogg, MLA for Surrey-White Rock

"Wine-in-grocery received overwhelming public support – almost 75% of respondents - during the 2013 liquor policy review and public consultation. I am happy to see that the people of the Semiahmoo peninsula are going to experience greater customer convenience and have access to more high quality 100% B.C. wines which helps support wineries throughout our province."

John Yap, Parliamentary Secretary for Liquor Reform Policy

"This is another step forward in ensuring that B.C.'s liquor laws are keeping up with the times, and are adding ease of accessibility for consumers while still prioritizing health and safety. Each of the employee authorized to sell wine in grocery store will complete a Serving It Right certification to keep alcohol out of the hands of minors."

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

"The BCWI is excited to partner with OWFG to bring the BCVQA wine-in-grocery model to Vancouver Island BC wine lovers. With over 1,000 BCVQA wines in stock, I think customers will be surprised at the range of wines now produced across this province – and with it all BCVQA, guaranteed it is 100% from British Columbia."

-end-



A division of the Overwaitea Food Group LP

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