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Media Release

Save-On-Foods sells millionth bottle of 100 per cent BC wine

(April 15, 2017 –Kelowna , B.C.) Save-On-Foods has now sold more than one million bottles of 100 per cent BC wine since opening its first BC VQA department at the Save-On-Foods South Point in Surrey in 2015.

BC Liberal Candidate, Norm Letnick made the purchase to celebrate the company's support of the province's wine industry and agriculture as a whole. Letnick, who tirelessly championed BC farmers and local producers as BC's Minister of Agriculture, made the purchase to celebrate the company's support of the province's wine industry and agriculture as a whole. The millionth bottle was a classic cool climate estate grown white produced in the heart of wine country - a bottle of The View Winery's gold winning Gewurztraminer. It's a wine that's bursting with complex flavours, and the winery's president, Jennifer Turton-Molgat is bursting with pride at the honour.

The View Winery is located on a fifth generation family owned estate in South East Kelowna. Specializing in cool climate aromatic whites such as Gewurztraminer, Riesling, Ehrenfelser and Pinot Gris and their signature red, Pinotage, the View Winery is also home to Wards Apple Cider which is crafted in honour of the Turton/Ward family's 100 year fruit growing legacy.

Since the BC Government amended provincial liquor licence policy in the spring of 2015, Save-On-Foods has successfully opened 12 100 per cent BC wine departments in locations from Parksville to Prince George to Kelowna, and most recently, Penticton. Customers love the convenience of picking up a high-quality bottle of locally made wine under the same roof as they shop for ingredients for their meals.

Through the BC Wine Institute, Save-On-Foods has partnered with more than 160 wineries across the province to put their 100 per cent British Columbia wine on shelves. Those partnerships are one example of Save-On-Foods' commitment to supporting local producers and growing their industries together.

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, Save-On-Foods has been proudly supporting fellow British Columbians in business for more than 101 years. The Kelowna stores, which first opened in 1922, are proud to feature hundreds of unique items made for and by residents of the Central Okanagan and are always eager to do more.

A recent Canadian wine and grape industry research study shows that the BC wine and grape industry is a significant driver of the provincial economy contributing \$2.8 billion in 2015. For every dollar spent on farm-to-glass 100 per cent BC wine in British Columbia, \$3.40 in gross domestic product (GDP) is generated across the province.

Quotes

Darrell Jones, President, Save-On-Foods

"We want to thank and congratulate the BC government for having the courage to change the liquor laws to support what the people of BC were asking for, and ultimately, allow for this significant growth opportunity for BC Farmers," said Darrell Jones, President of Save-On-Foods. "Having the opportunity to showcase this fine example of the high quality products our province has to offer has been a win-win for everyone," he added.



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Norm Letnick, BC Liberal Candidate, Kelowna Lake Country.

"I'm pleased to have been given the honour of purchasing the millionth bottle of wine. The View Winery likes to be known as fun and flirty and with one sip you know they have captured that feeling in a bottle. Thank you to Save-On-Foods for helping expose the View, and so many other great BC wineries, to a wider audience."

Jennifer Molgat, President, The View Winery

"Save-On-Foods has been much more than just a new way to sell our wines", said View Winery President Jennifer Molgat. "They have become true partners and friends. Grocery store sales have exposed our wines to a whole new group of customers and have become a big part of our winery's continued growth."

Miles Prodan, President & CEO, BC Wine Institute

"Our wine and grape industry, the majority of whom are small family-owned businesses, is seeing phenomenal growth thanks in part to the provincial government's BC Liquor Policy Review and subsequent recommendations, including wine-on-grocery shelves in select locations," said Miles Prodan, President and CEO of the BC Wine Institute. "Since the implementation of the review, BC VQA (100 per cent certified BC wine) market share in BC has grown by 355,000 cases and is at a record high of 17 per cent."

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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 the BC-based company has been innovating and putting customers first for over a century.

About British Columbia Wine Institute

Since 1990, the BCWI has played a pivotal role in taking BC's wine industry from a vision to an internationally recognized niche region producing premium wines and providing exceptional wine tourism experiences. The BCWI markets the wine and regions of BC; delivers quality trade, media and consumer tastings; and acts as the voice of BC's wine industry by advocating to government on behalf of industry that contributes \$2.8 billion in provincial economic growth annually.

The BCWI represents all wineries in British Columbia to grow the premium market share for the *Wines of British Columbia*, while driving awareness of our world-class wines and tourism product - currently drawing 1,000,000 visitors with \$600 million in tourism and tourism employment related economic impact every year.

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