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Save-On-Foods celebrates grand opening of first Saskatoon store with World's Most Famous Dress showing

(July 13, 2017 – Saskatoon, Sask.) Save-On-Foods is celebrating the grand opening of its first store in Saskatoon this weekend with free food samples, prize giveaways, games and family fun, and an exclusive public viewing of the World's Most Famous Dress.

Located at 126 Kensington Boulevard, the brand new Save-On-Foods brings a truly unique mix to the grocery market in one of Saskatoon's fastest-growing neighbourhoods, with an in-store pharmacy; a Save-On-Foods Kitchen, where customers can find ready-to-eat, made-in-store items such as pizza, sushi, sandwiches, soups and salads; a full service meat department featuring Angus Pride triple-A Canadian beef; a deli with more than 40 types of party platters to make entertaining easy; and a full-service in-store Starbucks.

On Friday, July 14, customers will have the exclusive opportunity to view and take a photograph with the dress made famous by Marilyn Monroe when she sang "Happy Birthday, Mr. President" to John F. Kennedy in 1962. The dress is owned by Ripley's Entertainment, a division of the Jim Pattison Group – which also owns Save-On-Foods.

On Saturday, July 15, the celebrations will continue with family fun all day at the store, as well as a giveaway of a 6" x 8" Nanaimo bar slab to the first 500 customers of the day. Starting Saturday, one customer a day will randomly win their transaction for free for 14 days.

Save-On-Foods opened its first store in Saskatchewan in Regina in April of 2016, and its second in June 2017 in Yorkton.

Based in British Columbia, the company operates more than 160 locations from B.C. to Manitoba, with its first store in Whitehorse slated to open later this summer. The company's roots date back more than 100 years to the first 'over-weight-tea' storefront, so named for the founder's practice of giving customers 18 ounces of tea for the price of 16. Today, the company is known by its most prominent banner – Save-On-Foods – and operates stores under the Overwaitea Foods, PriceSmart Foods, Bulkley Valley Wholesale, and Urban Fare banners as well.

"It's been just over a year since we broke ground here in Saskatoon on this brand new store, and look at it today," said Darrell Jones, president of Save-On-Foods. "Thanks to our team members and supplier partners, we have put together the best grocery store in Saskatoon and we are thrilled to share it with our customers. The team here in Kensington is all about outstanding service, and we are so happy to be part of this amazing community."

Save-On-Foods Kensington is open from 7 a.m. until 11 p.m., seven days a week.

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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. Save-On-Foods, its supplier partners, team members and generous customers have donated more than \$30 million to children's hospitals and contributes \$3 million in donations to food banks across Western Canada each year.

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