



Media Release

Save-On-Foods in Richmond opens in-store wine department

All wines sold at Save-On-Foods are B.C. VQA

(June 23, 2017 – Richmond, B.C.) Save-On-Foods Ironwood is the latest grocery store in the province to add B.C. VQA wine to its shelves, giving customers the convenience of picking up a locally-made, high-quality bottle of wine under the same roof as the ingredients for their meals.

Save-On-Foods Ironwood, located at 3000-11666 Steveston Highway, is the 15th Save-On-Foods to partner with the B.C. Wine Institute to carry more than 900 varieties of 100-per-cent British Columbian wine from more than 160 wineries since the province changed its liquor license policy to allow for B.C. wine to be sold in some grocery stores in the spring of 2015.

“Save-On-Foods is all about giving our customers more choices and supporting local,” said Save-On-Foods president Darrell Jones. “Opening this in-store B.C. VQA wine department does both – gives our customers the option to pick up a high-quality bottle of local wine to complement their meal, while supporting the amazing winemakers of our province.”

-end-



Save-On-Foods Senior Vice President of Operations Jamie Nelson (left), MLA Jas Johal, and Save-On-Foods Wines of British Columbia team members cut the vine to officially open the B.C. VQA wine department in Save-On-Foods at Richmond's Ironwood Plaza.



The team at Save-On-Foods Ironwood toasted to their brand new, B.C. VQA wine department which officially opened Friday, becoming the 15th Save-On-Foods in B.C. to sell wine.

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@saveonfoods.com