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Media Release

East Maple Ridge Save-On-Foods latest grocery store to carry B.C. VQA wine

(March 30, 2016 – Maple Ridge, B.C.) The Save-On-Foods store in East Maple Ridge is the latest grocery store in the province to add B.C. VQA wine to its shelves. In total, the company now sells wine-in-aisle in 7 locations: Maple Ridge, Langley, Tsawwassen, Surrey (2) and Kelowna (2).

The stores carry over 900 hundred varieties of wine that is 100 per cent BC-made.

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 year ago.

Quotes:

Darrell Jones, Save-On-Foods president - "We are so proud to support the fantastic winemakers of this province and give more people the opportunity to try and enjoy them. Giving our customers the convenient option of picking up a high-quality bottle of wine that is 100 per cent British Columbian at the same time as they shop for their meal ingredients is a win-win."

John Yap, Parliamentary Secretary for Liquor Policy Reform - "A year ago today, the Province made the necessary changes to allow liquor sales in grocery stores. We have received tremendous positive feedback in the early stages of the wine-on-shelves model, and our government remains focused on increasing convenience and choice for British Columbians, while supporting our burgeoning wine industry."

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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 and sourcing local products wherever possible, the company has been innovating and putting customers first for over 100 years.

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