

Sahali Save-On-Foods opens first in-store B.C. VQA wine department in Kamloops

(October 7, 2016 – Kamloops, B.C.) The Save-On-Foods in Sahali is the latest grocery store in the province – and the first in Kamloops – to add B.C. VQA wine to its shelves.

The store, located at 1210 Summit Drive, is the Langley-based chain's eleventh grocery store to carry more than 1,000 varieties of wine that is 100 per cent British Columbian. The other Save-On-Foods with in-store wine departments are located in Langley, Maple Ridge, Tsawwassen, Parksville, White Rock, Prince George, Surrey (2), and Kelowna (2).

Through the BC Wine Institute, Save-On-Foods has partnered with more than 200 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 in the spring of 2015.

Quotes:

Darrell Jones, Save-On-Foods President

"We've had so much support from our customers who love the convenience of being able to shop for a high-quality bottle of locally-produced wine at the same time as they're planning for their meals, and we are thrilled to be able to offer this service to our fantastic neighbours in Kamloops. Our company is proud to put customers first and is committed to being a great neighbour in every community we service. We believe this service provides one more option to make shopping at Save-On-Foods a unique and wonderful experience."

Terry Lake, MLA for Kamloops-North Thompson

"The success of the wine-on-shelves program we're seeing across the province builds on the work our government has done to modernize liquor laws in a way that makes sense for British Columbians in a 21st century society. Creating more opportunities for British Columbians to experience the high-quality wine products we produce here at home will help support the continued growth of BC's burgeoning wine industry."

Todd Stone, Minister of Transportation and Infrastructure and MLA for Kamloops-South Thompson

"Today's announcement is great news for Kamloopsians. Consumers overwhelmingly support being able to grab a bottle of local BC wine while getting their groceries for dinner. This is also exciting news for Kamloops wineries that will be able to showcase their products."

Jackie Tegart, MLA for Fraser-Nicola

"It's clear the wine-on-shelves model is working for customers and industry alike. Kamloops makes it 11 grocery stores across the province providing consumers with a more convenient shopping experience and easier access to a wide variety of world-renown made-in-B.C. wines."

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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.

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