



A division of the Overwaitea Food Group LP, a Jim Pattison business

Media Release

B.C.'s last two Overwaitea Foods stores converting to Save-On-Foods

The stores will align with their parent company's most prominent brand, offering Save-On-Foods prices, promotions and programs

(March 16, 2018 – Golden, B.C.) The last two Overwaitea Foods stores in B.C. will become Save-On-Foods after converting overnight and opening on March 23, 2018 as their new brand.

Both the Nakusp and Golden Overwaitea Foods will close at 6 p.m. on Thursday, March 22, and reopen the following morning at 8 a.m. local time with their new signage and programs in place, minimizing the interruption to customers.

These conversions are the last two of nine taking place this year, which will see all remaining Overwaitea Foods stores in B.C. change to Save-On-Foods.

Both Save-On-Foods and Overwaitea Foods belong to the same company, which was named the Overwaitea Food Group for its original stores. The company was founded in 1915 in New Westminster, B.C., and over a century has grown to more than 160 locations from B.C. to Manitoba and north to the Yukon—most of which are Save-On-Foods.

As the company continues growing and expanding into new markets, realigning its stores as Save-On-Foods—its most prominent banner—allows it to deliver the products, promotions and programs that customers in these communities have been asking for.

“Rebranding Overwaitea Foods as Save-On-Foods means we’re giving our customers more of what they want, while continuing our tradition of Going the Extra Mile and providing outstanding service,” said Save-On-Foods president Darrell Jones. “We are so proud of our 100-plus-year history with Overwaitea and these conversions mark an important step in the future of our fantastic company.”

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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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