



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

## Media Release

### Overwaitea Foods in Kimberley and Creston 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*

**(January 19, 2018 – Kimberley, B.C.)** Two Interior B.C. grocery stores will become Save-On-Foods on January 26 after they convert overnight from Overwaitea Foods.

The stores, located in Creston and Kimberley, will close at 6 p.m. on Thursday, January 25 and will reopen at 8 a.m. on Friday, January 26 with their new signage and programs in place, minimizing the interruption to customers.

These conversions are the first two of nine expected to take 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 the company to deliver the products, promotions and programs that customers in these communities have been asking for.

“We are proud of our 100-plus-year history which began with Overwaitea stores, and we are excited to continue our tradition of Going the Extra Mile for our customers as Save-On-Foods,” said company president Darrell Jones. “Adding two more stores to our Save-On-Foods family means our fantastic team members in Kimberley and Creston can give our customers more of what they want: the products and programs that make Save-On-Foods such a well-known and loved brand in B.C.”

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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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