



Media Release

Save-On-Foods president Darrell Jones wins 2017 Golden Pencil Award

PriceSmart Foods store manager Jacky Ho named Generation Next Award winner

(November 20, 2017 – Toronto, Ont.) The president of Western Canada's largest grocery chain has been named a winner of the national grocery industry's most prestigious lifetime achievement award.

Darrell Jones became president of Save-On-Foods and the Overwaitea Food Group in 2012. Under his leadership, the company has embarked on a path of impressive growth, expanding into new markets in Saskatchewan, Manitoba and the Yukon, and establishing one of the first online shopping pickup and home delivery programs in Western Canada.

The Golden Pencil Awards take place at the Fairmont Royal York in Toronto each year, bringing together suppliers, retailers and entrepreneurs from across Canada's grocery industry. The award itself is presented by the Food Industry Association of Canada and was founded in 1957. The 'golden pencil' is a symbol of the partnership between supplier and retailer that forms the foundation of the grocery business.

Jones is the fourth president of Save-On-Foods and the Overwaitea Food Group to accept this award—an unprecedented achievement among Golden Pencil Award winners.

"This award is truly a testament to the people who work at Save-On-Foods and the Overwaitea Food Group," Jones said. "It's humbling to accept it on behalf of our 18,000 team members, because it's their passion, dedication and commitment to this company that have inspired me to dedicate my career to making our company the best place to work and shop from B.C. to Manitoba."

The Food Industry Association of Canada also presents the Generation Next Awards in partnership with *Canadian Grocer* magazine at the Golden Pencil Award ceremony. The Generation Next Award recognizes leaders under age 40 who show commitment to their industry and community, vision, and leadership.

PriceSmart Foods Richmond-Ackroyd store manager Jacky Ho was named one of the winners for his dedication, passion and outstanding leadership. Leading a diverse team at the flagship East-meets-West concept PriceSmart Foods—one of the company's five banners—Ho is a steadfast leader whose dual focus on people and results unites his team on their goal to elevate their store in terms of offering, customer experience, and impact in the community.

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Jacky Ho, 2017 Generation Next Award Winner and Darrell Jones, 2017 Golden Pencil Award Winner



Darrell Jones, president of Save-On-Foods receives 2017 Golden Pencil Award along with fellow recipients Shelley Martin, CEO Nestle Canada and Diane Brisebois, president of Retail Council of Canada

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 contribute \$3 million in donations to food banks across Western Canada each year.

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