



A division of the Overwaitea Food Group LP

# Media Release

## Save-On-Foods Campbell River opens in-store wine department

**(May 11, 2018 – Campbell River, B.C.)** Customers in Campbell River now have the convenience of picking up a high-quality, locally-made bottle of wine to complement their meal while shopping for groceries at Save-On-Foods.

The opening of the Campbell River location is the 2<sup>nd</sup> Save-On-Foods location on the island and the 18th location in B.C. to sell made-in-B.C. wine since the province began allowing grocery stores to apply for B.C. VQA licences in 2015.

Located at 400 – 1400 Dogwood Street, Save-On-Foods officially opened its wine department at 11 a.m. on Friday, May 11 and carries more than 1,100 varieties of 100-per-cent British Columbian wine from more than 160 wineries.

“At Save-On-Foods, we are thrilled to offer our customers the opportunity to pick up a bottle of local B.C. wine while shopping for their groceries,” said Darrell Jones, president of Save-On-Foods. “Partnering with the B.C. Wine Institute to introduce people to fantastic locally-made wine is part of our ongoing commitment to supporting local suppliers in our province.”

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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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