



FOR IMMEDIATE RELEASE

URBAN FARE TO OPEN FIRST LOCATION IN CALGARY ADDING TO THE CITY'S GROWING FOODIE SCENE

Premium food store blends exceptional shopping experience with innovative gourmet concepts

CALGARY (April 3, 2019) – Urban Fare, Western Canada’s premier food destination, is set to open its only location outside of B.C. adjacent to the Calgary community of Mount Royal on April 26. Built on a passion for food, Urban Fare will be bringing Calgarians some of its most innovative gourmet concepts and all the basics to stock your pantry - from soup to soap to sorbet - across its 26,869 sq. ft. footprint.

With multiple food-centric offerings all under one roof, including a charcuterie and wine bar, restaurant offerings (with dine-in seating), poke bowl, Ocean Wise™ sushi and pizza stations and a full-service Starbucks, Urban Fare will be home to a variety of both shopping and dining experiences. Not only will customers find super fresh, premium-quality and gourmet foods, but they will also be introduced to the exceptional focus on personalized, interactive service that Urban Fare is known for.

“We know that Calgarians love food as much as we do, and that made the decision to open this location a natural one,” says Darrell Jones, president of Save-On-Foods (parent company to Urban Fare). “We were inspired by the energy and passion of Calgary’s local food scene and are delighted to now be bringing our own take on what being a foodie really means to the city. Investing in Calgary, and in Alberta, by opening our Mount Royal location gives us an opportunity to be part of a community that shares our fondness for meaningful food experiences, and we look forward to welcoming Calgarians to the store on April 26th.”

Executive Chef Ryan McDonald and his team will pilot the direction of Urban Fare’s restaurant offerings, hot buffet and salad bar, and other dining offerings that will service both take-out and dine-in orders. The store will offer an elegant selection of freshly-baked artisan breads and desserts, sourced in part from local partner bakeries and pastry chefs, and will provide an old-fashioned butcher shop experience at its fresh meat and seafood counter, where it will serve a variety of fresh Ocean Wise™ products sourced directly from the West Coast. With one of the largest cheese selections in the city, Urban Fare will also stock hundreds of cheese varieties as the perfect complement to the premium wines and locally crafted beers that will be on tap the wine bar for customers to enjoy.

“Urban Fare is a food lover’s paradise – a destination where people can come and participate in the food experience,” notes store manager, Todd McMullen. “We are eager to provide Calgarians with more options when it comes to shopping and dining, and are proud to be offering a wide selection of premium local, natural, organic and first-to-market products that they might not be able to find anywhere else.

Our Calgary team is excited to begin serving the community and start creating meaningful connections with our future customers and fellow neighbours through the shared experience of exceptional food.”

Urban Fare’s newest location will be a place where Calgarians can go to celebrate and explore food in a beautiful, modern environment. Blending the prestige and history of one of Calgary's most sought-after communities with the vibrancy and trendiness of 17th Avenue, the city’s liveliest district, the store takes its design cues from the surrounding neighbourhood’s Queen Anne Revival architectural style. With subtle nods to local landmarks and a modern, vibrant flare, the entire space has been thoughtfully designed to inspire memorable food experiences for each person who enters its doors.

Urban Fare will be open from 7 a.m. to 10 p.m. seven days a week and is located at 906 16th Avenue SW. For more information please visit <https://www.urbanfare.com/>.

- 30 -

About Urban Fare

The first Urban Fare opened its doors in 1999 in the revitalized former warehouse district of Yaletown, in downtown Vancouver. A proud member of the Save-On-Foods family, Urban Fare has grown to include a total of six locations, serving busy urbanites in Vancouver and Kelowna, BC and Calgary, AB. We offer innovative environments merchandised with a unique assortment of products with an emphasis on the best local, natural, organic, and first-to-market foods. Our amazing team of food experts deliver world-class service to customers seeking an exceptional food shopping experience. Urban Fare is Western Canada’s premier food destination and a true food lover's paradise.

Media Contact:

Kristen Novak
WILD Public Relations Inc.
knovak@wildpr.ca
403-835-0597