



Media Release

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Save-On-Foods welcomes Medicine Hat residents to grand opening celebrations

(May 16, 2019 – Medicine Hat, Alta.) Western Canada's largest grocery retailer, Save-On-Foods, officially opens its brand new Medicine Hat location tomorrow at 1820 Strachan Road SE. Built on its legacy of outstanding value and customer service, Save-On-Foods Medicine Hat marks the company's eighth new store opening in Alberta in three years.

"We are thrilled to be a part of this vibrant and spirited community whose residents and municipality foster progress, innovation, and entrepreneurship – all beliefs which Save-On-Foods fully supports," said Save-On-Foods president Darrell Jones. "Investing in Alberta and strengthening our Western Canadian roots is so important to our company, as it is one of the things that sets us apart in Canada's grocery industry. The residents of Medicine Hat have totally embraced Save-On-Foods since we announced the opening of this store, and we couldn't be more proud to be here or more excited to *Go the Extra Mile* for this community. In this city that savours its thousands of hours of sunshine every year, and relishes in its rich ranching and agricultural industries, I am sure our new neighbours in Medicine Hat will love what Save-On-Foods brings to the table."

Grand opening celebrations will take place all weekend long, with Save-On-Foods president Darrell Jones on site on Friday, May 17 to give \$10 Save-On-Foods gift cards to customers between 8 a.m. and 9 a.m. Customers will be treated to promotions, food sampling, prizes, and plenty of family fun all weekend long, with Saturday's first 500 customers receiving a free 10" apple raspberry pie.

Save-On-Foods Medicine Hat will be home to a full conventional grocery store offering, along with the programs, products and promotions that have made Save-On-Foods a unique grocery store in communities throughout Alberta. In addition to fresh, premium-quality foods—including a full line of Western Canadian AAA beef, Western Canadian pork and poultry, and ocean-friendly seafood—customers will also find a complete selection of hot-and-ready meal solutions including a chicken wing bar, made-in-store sushi, salads and signature sandwiches in the Save-On-Foods Kitchen.

The store also offers customers the convenience of online shopping with same-day pickup; in-store promotions such as Darrell's Deals, which are weekly guaranteed savings on the popular items; as well as a full-service, in-store pharmacy. Its thoughtfully designed interior encourages meal inspiration, personalized service, choice, and convenience. Taking its design cues from the bright sunshine and natural beauty of the South Saskatchewan River valley, Save-On-Foods Medicine Hat offers customers a fresh environment to feed their passion for food.

Save-On-Foods Medicine Hat is the company's fourth location to open in Alberta this year, following three brand new stores in Calgary: Urban Fare Mount Royal (April 25), and Save-On-Foods Hunterhorn (March 29), and Save-On-Foods TransCanada (February 8). As Save-On-Foods' 175th store, the Medicine Hat grand opening builds on the company's strategic growth momentum in key communities across Western Canada.

Save-On-Foods Medicine Hat is open from 7 a.m. until 11 p.m. seven days a week.

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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



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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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