



A Jim Pattison business

## **Save-On-Foods named B.C.'s Most Loved Brand for 2020**

*Western Canadian grocery company tops BC Business Magazine's "brand love index" to win top spot in annual survey*

**(Langley, B.C. – June 29, 2020)** Save-On-Foods has topped the list of 40 B.C.-based businesses and is B.C.'s Most Loved Brand for 2020.

For its annual survey, *BC Business Magazine* and research firm Ipsos surveyed more than 1,000 British Columbians to rate different businesses based in B.C. on 47 attributes and aggregated the scores to get its list of the top 40 Most Loved Brands for 2020.

The ranking included a new category this year about social values, which Save-On-Foods topped for its tradition of supporting good causes and its culture of strong social values.

"I am absolutely thrilled that Save-On-Foods was named B.C.'s Most Loved Brand for 2020," said Save-On-Foods president Darrell Jones. "Since this company started in New Westminster, B.C. more than 100 years ago, team members have been committed to going the extra mile for their customers, communities and one another – and that continues today despite the challenges 2020 has brought so far. I am so proud of this team and can't thank our customers enough for voting Save-On-Foods as B.C.'s Most Loved Brand. Congratulations to all the other fantastic brands that made the list. We are in great company in British Columbia."

-end-

### **About Save-On-Foods**

As Western Canada's largest grocery retailer, Save-On-Foods feeds families in over 100 communities throughout British Columbia, Alberta, Saskatchewan, Manitoba and the Yukon. With more than 170 stores operating under the Save-On-Foods, Urban Fare, PriceSmart Foods and Bulkley Valley Wholesale banners, the company 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.

### **For more information, contact:**

Media Relations

(604) 888-2079, extension 2200

[mediarelations@saveonfoods.com](mailto:mediarelations@saveonfoods.com)