



Media Release

A Division of Save-On-Foods Limited Partnership, a Jim Pattison business

Save-On-Foods president Darrell Jones named EY Entrepreneur of the Year 2021 Pacific

(July 16, 2021 – Vancouver, B.C.) Save-On-Foods president Darrell Jones is a recipient of Ernst & Young’s Entrepreneur of the Year 2021 Pacific.

This national award recognizes visionary entrepreneurs from across the country who are transforming our world through innovation, growth and prosperity.

With 45 years of experience in the grocery industry, Jones worked his way up from bag boy in Save-On-Foods Cranbrook to company president, a title he’s held since 2012. More recently, Jones became president of the newly formed Pattison Food Group, A Jim Pattison Business comprising food, drug, wholesale and specialty retail operations with more than 280 stores.

Overseeing a team of more than 30,000 people with millions of customers across Canada, Jones is a proven leader whose vision, innovation and drive have propelled Save-On-Foods on a path of unprecedented growth, which continued in 2020 despite the COVID-19 pandemic.

In his tenure as president, Jones has led Save-On-Foods to grow by more than 50 stores – representing a 42 per cent increase in store count – adding thousands of jobs for Western Canadians along the way. Under his leadership, the company has also built its own thriving ecommerce business and is continuously innovating in its unique and local-focused product offering.

A lifelong advocate for child health and giving back, Jones chairs the board for the BC Children’s Hospital Foundation and sits on the Vancouver board of the Telus Community Board, which recommends allocation of grants to grassroots projects, charities, and organizations and community groups.

He channels his passions for the grocery industry into active participation on numerous industry boards as well, including those of The Grocery Foundation, GS1 Canada, the Food Marketing Institute (FMI), and Retail Council of Canada GMC.

“We are thrilled that Darrell is being recognized for his unstoppable entrepreneurial spirit,” said Heidi Ferriman, Save-On-Foods senior vice president of people and corporate affairs. “He is a dedicated, passionate and humble leader who attributes all his success to the people around him. This award is a well-deserved win for Darrell and for our entire team across Western Canada. Congratulations Darrell!”

As a regional winner, Jones is now in the running for the national Entrepreneur of the Year award. Ernst & Young runs Entrepreneur of the Year programs in more than 60 countries worldwide, and national award winners go on to compete for the World Entrepreneur of the Year title.

Ernst & Young is a multinational professional services network specializing in consulting, assurance, tax and transaction services.

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About Save-On-Foods

Save-On-Foods is a Jim Pattison business, 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 \$40 million to children's hospitals and contribute \$3 million in donations to food banks across Western Canada each year.

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