



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

## Save-On-Foods celebrates grand opening of new Colwood store

**(July 5, 2022 – Colwood, B.C.)** Western Canadian grocery retailer Save-On-Foods officially opens the doors to its newest location, Save-On-Foods Colwood, at #100 - 1913 Sooke Road, on Thursday, July 7. The store is the company's eighth location in Greater Victoria.

The 39,000-square-foot store will offer the community a traditional grocery shopping experience as well as a wide variety of Save-On-Foods' new and unique innovations, including:

- A fresh and fantastic meat and seafood department stocked with Western Canadian AAA beef, and a large selection of fresh sausages, kabobs, marinated meats, and Ocean Wise Seafood
- A new bakery stocked with baked-in-store treats, a custom cake program and freshly baked breads made with quality ingredients and Western Canadian wheat
- A large selection of Save-On-Foods Kitchen grab 'n' go items including signature sandwiches, homestyle fried chicken, a taqueria Mexican grill, fresh daily-made ahi tuna poké bowls and perfectly prepared in-store rolled sushi.

"We are thrilled for our store's grand opening," said store manager Lionel Gjerde. "Our team has been working hard to get ready and we cannot wait to welcome this amazing community and our neighbours to their brand-new store!"

Grand opening celebrations kick off on Thursday, July 7 with the first 500 customers of the day receiving a free Save-On-Foods gift card loaded with \$10 – and two will be loaded with \$500. Between July 8 and July 10, more than 600 free items will be randomly given away to shoppers including \$10 Save-On-Foods gift cards, More Rewards points, take-and-bake pizzas, flower bouquets and more!

Save-On-Foods Colwood is open from 7 a.m. to 10 p.m., seven days a week.

"We are so excited to open another Save-On-Foods in the beautiful Greater Victoria area," said Save-On-Foods president Darrell Jones. "Now more than ever, our customers are looking for fresh and high-quality products and we know that Save-On-Foods Colwood will deliver! We are proud to serve this community and welcome all of our new team members and customers to the Save-On-Foods family!"

With 185 stores, Save-On-Foods remains on a steady path of growth, and has opened 10 new stores since 2020. Save-On-Foods serves millions of Western Canadians every day in communities from B.C. to Manitoba and north in the Yukon.

Photos of Save-On-Foods Colwood will be made available upon request through [mediarelations@saveonfoods.com](mailto:mediarelations@saveonfoods.com) on Thursday, July 7, 2022 following grand opening celebrations.

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### About Save-On-Foods

Save-On-Foods is a Pattison Food Group 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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# Media Release

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