



A division of Pattison Food Group Ltd.

Media Release

Save-On-Foods coming to Blackfalds & Athabasca as local Buy-Low Foods stores change names

Same great team members will provide same great service and unique Save-On-Foods programs as two more stores join the chain in Alberta

(April 16, 2024 – Blackfalds, Alta.) Wednesday, April 17 marks the last day of business for Buy-Low Foods in Blackfalds and Athabasca as both stores transform overnight to Save-On-Foods, joining Western Canada's foremost grocery retail chain and bringing the products, promotions and services customers throughout Alberta know and love to these two areas.

The same fantastic teams will continue to run both stores, led by current store managers Brian Richter in Blackfalds and Trent Burrell in Athabasca.

Along with familiar faces and the same great service they're used to, customers at Save-On-Foods Blackfalds and Save-On-Foods Athabasca will find more ways to save on their groceries every week, as well as products and services unique to Save-On-Foods, including:

- Darrell's Deals, which offer customers a hot price on one of company president Darrell Jones' favourite products each week
- My Offers digital coupons, which customers can load straight to their More Rewards cards via the Save-On-Foods app or on www.saveonfoods.com
- Hundreds of high-quality products under the Western Family name
- Online shopping, where customers can order groceries online or via the Save-On-Foods app and select the curbside pickup time that works best for them (available starting April 25).

"The Save-On-Foods brand is well-known and loved across Western Canada. We have an amazing team here in Blackfalds and our community can look forward to finding a little extra in store – more deals, more products, and more services than ever before," said Save-On-Foods Blackfalds store manager Brian Richter.

Athabasca store manager Trent Burrell shared many of the same thoughts.

"We are looking forward to helping our customers find even more in store with our conversion to the Save-On-Foods brand," said Burrell. "What an exciting time for our team members and customers as we officially join the Save-On-Foods family."

Both stores will close as Buy-Low Foods on April 17 at 6 p.m. and reopen April 18 at 8 a.m. under the Save-On-Foods name. Both Buy-Low Foods and Save-On-Foods are part of the Pattison Food Group, a 100 per cent Canadian-owned company.

Hot prices and in-store specials will be available all weekend long. Grand opening celebrations start on Thursday, April 18, when 100 customers randomly selected throughout the day at each store will receive a \$10 gift card, and starting Saturday, April 20, customers who spend \$50 or more in-store will receive an entry for a draw for \$500!

"From Calgary to Edmonton, as far south as Medicine Hat and as far north as Fort McMurray, Save-On-Foods has been serving the province of Alberta for more than 35 years," said Darrell Jones, president of



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Save-On-Foods' parent company, the Pattison Food Group. "Our stores in Blackfalds and Athabasca are well known for their excellent service and we can't wait to bring our customers a little extra when they step in the store come Thursday."

With these two stores added to its fleet, Save-On-Foods has grown to 183 locations across Western Canada.

Save-On-Foods Blackfalds is open 8 a.m. to 9 p.m., seven days a week, and Save-On-Foods Athabasca is open 8:00 a.m. to 9 p.m. Monday to Saturday, and 9 a.m. to 8 p.m. on Sundays.

Photos of these stores will be available upon request through mediarelations@pattisonfoodgroup.com on Thursday, April 18, 2024.

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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.

For more information, contact:

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