



A division of Pattison Food Group Ltd.

Media Release

Calgarians will have more ways to save when Urban Fare Mount Royal converts overnight to Save-On-Foods

(April 23, 2024 – Calgary, Alta.) Calgary's premier destination for food lovers is evolving to bring customers more ways to save this week when the store converts to a Save-On-Foods.

On Wednesday, April 24, Urban Fare Mount Royal will close at 6 p.m. and when it reopens again at 8 a.m. on Thursday, April 25, it will be with a new name: Save-On-Foods Mount Royal. Along with a new brand name, the store will offer customers more ways to save with reduced prices across the store, and programs, products and services unique to Save-On-Foods including Darrell's Deals, \$1.49 Day Tuesdays, and 15% off on the first Tuesday of every month.

Both Urban Fare and Save-On-Foods are part of the Pattison Food Group, facilitating the quick overnight conversion of systems and branding. As Canadians seek to save on their groceries, the company identified the Mount Royal location as an opportunity for Calgarians to find more ways to save on their groceries every week, through:

- Reduced prices across the entire store
- Darrell's Deals, which offer customers a hot price on one of company president Darrell Jones' favourite products each week
- \$1.49 Day on select Tuesdays, offering throwback prices for one day only
- Hundreds of high-quality products under the Western Family name

"Save-On-Foods has a strong presence in Alberta, and we're thrilled to bring Calgarians more of what they know and love about Save-On-Foods by converting the Mount Royal location," said Pattison Food Group president Darrell Jones. "This store is one of a kind with its modern, fresh look, and customers who loved the store as an Urban Fare will find plenty more to love with Save-On-Foods Mount Royal's high quality, fresh, ready-to-eat foods and the value of the full conventional grocery offering in store and online."

Customers will find familiar faces in store as it will continue to be run by the same great team led by store manager Todd McMullen.

"We've been serving our customers and community here in Calgary for five years, and we are so excited to transition our store to the Save-On-Foods brand to bring them even more products and even more ways to save," said store manager Todd McMullen. "Our team is looking forward to joining the Save-On-Foods family and welcoming returning and new customers to our store."

Save-On-Foods Mount Royal will officially open for business on Thursday, April 25 at 8 a.m. and will celebrate by giving the first 100 customers of the day a gift card loaded with \$10 – except for two, which will be worth \$100 each. Celebrations will continue through the weekend with exclusive promotions, prizes, a draw for a \$500 gift card, and family fun for all.

Save-On-Foods Mount Royal is open from 8 a.m. until 10 p.m. seven days a week.

Photos of Save-On-Foods Mount Royal be available upon request through mediarelations@pattisonfoodgroup.com on Thursday, April 25, 2024 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.

For more information, contact:

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