



A division of Pattison Food Group Ltd.

Media Release

Unbelievable prices, unforgettable experience: introducing the Unreal Deal

The Deal Is On at Save-On-Foods!

(September 4, 2025 – Langley, B.C.) Save-On-Foods is turning the grocery shopping experience into a celebration with the launch of its newest promotional program: **The Unreal Deal**. Building on the legacy of the beloved Darrell's Deals promotion, this bold new campaign promises unbelievable weekly prices, fresh energy, and a catchy musical twist that brings joy to every aisle.

At the heart of the campaign is the Unreal Deal button, a playful, interactive symbol that, when pressed, transforms Save-On-Foods into a vibrant musical scene. Lights dim, neon glows, and team members and customers break into synchronized dance routines to a reimagined version of Glenn Frey's iconic '80s hit, now playfully retitled "The Deal Is On." The result is a high-energy, unforgettable experience that celebrates the thrill of saving. The Unreal Deal is more than just a weekly offer; it's a full-scale experience supported by a 360-degree campaign across TV, radio, outdoor, digital, email, and in-store activations.

"Our customers have made it clear—they want great deals every week, and that's exactly what the Unreal Deal delivers," said Gillian Yorke, vice president of customer loyalty. "It's more than just a promotion; it's a celebration of savings, packed with unbelievable weekly prices and a whole lot of fun. With music at the heart of it, this campaign brings a fresh energy that's unlike anything we've done before."

Save-On-Foods has brought back a familiar face — past president Darrell Jones, the original ambassador of savings as the face of Darrell's Deals — to make a cameo appearance in the first Unreal Deal commercial. His presence in the first TV spot signifies that while the name of the promotion is changing, Save-On-Foods' commitment to weekly deals and delivering outstanding value remains stronger than ever.

And that's not all – customers can get a little extra by unlocking an unbelievable "Deal of the Week" when they load their personalized offers through the My Offers platform, on top of their regular weekly deals.

Click here to watch the new commercial now: <https://youtu.be/0cw99z0XDec>

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About Save-On-Foods

Save-On-Foods is a Canadian owned and operated Pattison Food Group business, committed to giving customers a little extra 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 11,000 Canadian products from more than 2,000 local growers and producers, the company has been innovating



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and putting customers first for more than 110 years. Save-On-Foods, its supplier partners, team members and generous customers have donated almost \$50 million to children's hospitals and contribute \$3 million in donations to food banks across Western Canada each year.

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