



A division of Pattison Food Group Ltd.

## Media Release

### Save-On-Foods Cambie unveils Vancouver's first wine department in a grocery store

**(December 4, 2025 – Vancouver, B.C.)** Save-On-Foods Cambie is proud to announce the opening of its brand-new wine department, the very first wine department in a grocery store in Vancouver, bringing shoppers the largest and most exciting selection of 100% British Columbian VQA wines available in the city.

The new department features over 1,200 wines from more than 180 local wineries, along with an extensive selection of B.C.-made ciders. Customers will enjoy personalized expert guidance from B.C. wine ambassadors, in-store tastings and the complete meal solution pairings found within BC's Most Loved Brand: Save-On-Foods.

"We're excited to bring an exceptional wine selection to our Cambie store, right in the heart of Vancouver," said Jamie Nelson, President of Pattison Food Group. "This new wine department celebrates B.C.'s world-class wine industry and reflects our longstanding commitment to supporting local growers, vintners and producers."

During the vine cutting this morning, Vancouver city councilman Mike Klassen shared that "there is nothing better than being able to support local businesses and getting behind an industry that has become truly identified with our province. Thank you, Save-On-Foods. This is an incredible store department that literally has wine from every corner of the province; everywhere we grow wine in B.C., they have it on these shelves."

The Cambie location joins a group of 22 Save-On-Foods stores across the province that offer in-store wine departments, made possible through the company's partnership with the Wine Growers British Columbia and ongoing support of the local wine industry.

"Customers are going to love this new experience and the incredible selection in our store," said Save-On-Foods Cambie store manager Kevin Smith. "Whether you're looking for a great bottle to pair with dinner or want to explore tastes from across the province, our team is here to help."

To celebrate the opening, Save-On-Foods Cambie will offer customers exclusive savings including:

- Buy 4 or more bottles, get 10% off
- Buy 12 or more bottles, get 10% off, plus an additional \$12 off your purchase

Customers can purchase wine at Save-On-Foods Cambie every day of the week from 7 a.m. to 10 p.m.

Photos from the grand opening celebrations this morning can be downloaded here: <https://we.tl/t-8sOXDWpXZp>

-end-



A division of Pattison Food Group Ltd.

### **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 neighborhood by carrying more than 11,000 Canadian products from more than 2,000 local growers and producers, the company has been innovating 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.

### **For more information, contact:**

Media Relations

(604) 888-2079, extension 2200

[mediarelations@pattisonfoodgroup.com](mailto:mediarelations@pattisonfoodgroup.com)