



A division of Pattison Food Group Ltd.

Media Release

British Columbians' love for Save-On-Foods continues

Save-On-Foods named BC's Most Loved Brand for 2025 by Ipsos for the sixth time

(May 8, 2025 – Vancouver, B.C.) Western Canadian grocery company Save-On-Foods has been recognized by Ipsos as being BC's Most Loved Brand for 2025. The research firm measured "brand love" by surveying over 2,200 British Columbians on seven dimensions including influence, trust, presence, empathy, leading edge, engagement and corporate citizenship.

Save-On-Foods has topped the list of 55 B.C.-based businesses for the sixth time.

The Canadian owned and operated retailer celebrated this recognition at the official unveiling during the Canadian Marketing Association's 2025 Marketing Week keynote presentation at the Fairmont Waterfront in Vancouver on May 5.

"Since we got our start in B.C. 110 years ago, the Overwaitea and Save-On-Foods brands have always been about giving a little extra to our customers," said Jamie Nelson, Pattison Food Group president. "To be known as a trusted local grocer all these years is something special and I am so proud of our 23,000 team members across Western Canada, and thankful to our amazing customers for their continued support."

Save-On-Foods has long prioritized providing customers with a world class shopping experience that includes excellent customer service, great value and a large array of Canadian-made products. Being a locally owned and operated company, Save-On-Foods carries more than 11,000 Made in Canada or Product of Canada items in stores and online and is proud to support more than 2,000 local growers and producers. The company also encourages each of its 187 stores from B.C. to Manitoba to list locally made products from vendors in their communities wherever possible.

To view the official Save-On-Foods announcement video, click here: <https://youtu.be/1Moff10jm9A>.

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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 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