



A division of Pattison Food Group Ltd.

Media Release

Urban Fare False Creek converts overnight to BC's Most Love Brand: Save-On-Foods

(June 5, 2025 – Vancouver, B.C.) Last night Urban Fare False Creek closed its doors at 6 p.m. and reopened this morning Thursday, June 5 as Save-On-Foods.

Customers can expect the same level of exceptional service from the team they know and love at Urban Fare False Creek as the same great team members continue to work in this store. The conversion to the Save-On-Foods brand will bring the community more ways to save on their weekly grocery shop, as well as products and services unique to Save-On-Foods including:

- Darrell's Canadian Deals, which offer customers the best weekly deal on Canadian products
- 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 starting on June 5.

"We are excited to be able to offer our community a little extra and even more ways to save now that our conversion is complete," said store manager Dan Paqueo. "The team is thrilled to officially be joining the Save-On-Foods family!"

Grand opening celebrations start on Thursday, June 5 with free muffins and coffee for customers from 8 a.m. to 11 a.m. On Saturday, June 7, 500 customers will be randomly selected throughout the day to receive one free \$10 gift card. Then on Saturday, June 14 from 12 p.m. to 4 p.m. the store will be hosting a free family fun celebration in honour of the company's 110th birthday with activities, giveaways and great food. To top it all off, customers who spend a minimum of \$50 between June 7 and June 18 can enter a draw to win a \$500 gift card with the winner being announced on June 19.

"We are thrilled to bring BC's Most Loved Brand to the heart of Vancouver, False Creek, giving this community the extra value of new products and promotions you can only find at Save-On-Foods," said Jamie Nelson, president of parent company Pattison Food Group. "Dan and his team already provide outstanding service, and we look forward to welcoming our new and returning customers to shop at Save-On-Foods."

Save-On-Foods False Creek is located at 1688 Salt Street and is open from 7 a.m. to 10 p.m., seven days a week.

Photos of the store will be available upon request through mediarelations@saveonfoods.com on Friday, June 6, 2025, following grand opening celebrations.

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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 partially or wholly 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,



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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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