

### Pattison Food Group Moves to Digital Flyers

**(May 31, 2022 – Langley, B.C.)** The Pattison Food Group announced today that Save-On-Foods, Nesters Market, and Buy-Low Foods stores will no longer print and distribute a weekly flyer, effective July 14<sup>th</sup>, 2022.

“More and more our customers tell us they prefer to receive their deals and discounts in a digital format, so we have made the decision to move away from a printed weekly flyer and invest those savings in improved value for our customers,” said Pattison Food Group president Darrell Jones. “With COVID-19, digital use is at an all-time high, and it is the right time for us to move away from a printed weekly flyer and focus on digital delivery of our flyers.”

In addition to cost savings efforts, investing in a digital flyer furthers Save-On-Foods’ aspirations to be a zero-waste company.

“We do extensive work to find the best media channels to get our brand messages to customers and we feel we can be more cost effective and more customer friendly in our media mix,” said Dan Howe, chief marketing officer for the Pattison Food Group. “We will focus on digital promotions, local newspapers ads, and advertising on local radio stations.”

The Pattison Food Group’s goal is to provide customers with personalized flyers through digital channels such as email and apps, in addition to the version already available on the company websites. Other Pattison Food Group companies that currently do not distribute a printed flyer and have switched their focus to digital and local media tactics are Urban Fare, PriceSmart Foods and Choices Markets. Digital flyers allow customers to easily see which items they buy the most are on sale, and easily click to add items to their online shopping cart.

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#### **About The Pattison Food Group**

Established in 2021, The Pattison Food Group is a Jim Pattison business and Western Canada’s leading provider of food and drugs. The Pattison Food Group includes Save-On-Foods, Buy-Low Foods, Quality Foods, Everything Wine, Pure Integrative Pharmacy, Imperial Distributors Canada Inc., and other Jim Pattison Group specialty and wholesale operations. Its businesses employ more than 30,000 team members in its nearly 300 food and drug retail locations and share a passion for giving back to the communities where they do business. The Pattison Food Group businesses are leaders in customer service and innovation and are committed to achieving long-term growth.

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

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