



A division of Pattison Food Group Ltd.

Media Release

New name, same great team: Save-On-Foods celebrates grand re-opening of Kindersley store

Familiar faces and same great service complemented by new ways to save and unique services as store joins fleet of 170+ Save-On-Foods across Western Canada

(March 5, 2024 – Kindersley, Sask.) The sun will set on Buy-Low Foods Kindersley on March 6, and when it rises again on Thursday, March 7, the store will have a new name: Save-On-Foods.

Joining the fleet of nearly 180 Save-On-Foods stores throughout Western Canada, the Kindersley store will officially re-open its doors under its new name at 8 a.m. on March 7 at 608 12th Avenue.

The same fantastic team will run the store, led by store manager Justin Overand. Along with familiar faces and the same great service they're used to, customers at Save-On-Foods Kindersley will find more ways to save on their groceries every week, as well as products and services unique to Save-On-Foods, including:

- Darrell's Deals, which offer customers a hot price on one of company president Darrell Jones' favourite products each week
- Darrell's Price Lock Promise, which locks in low prices on hundreds of everyday items
- 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.

"Since 2018, we've been committed to our customers and the community in Kindersley, and that doesn't change as Save-On-Foods," said store manager Justin Overand. "We are thrilled to join this company and offer our customers a little extra and even more ways to save."

The store will close as Buy-Low Foods on March 6 at 6 p.m. and reopen Thursday morning at 8 a.m. under the Save-On-Foods name. Both grocery banners are part of the Pattison Food Group, a 100 per cent Canadian-owned company.

Hot prices and in-store specials will be available all weekend long. Grand opening celebrations start on Thursday, March 7, when 100 customers randomly selected throughout the day will receive a \$10 gift card, and from March 9-20, customers who spend \$50 or more in-store will receive an entry for a draw for \$500!

Plus, there's something for everyone – young shoppers who find Kids Club mascot Larry the Strawberry in store will also have a chance to win a prize.

"We are so excited to welcome the team and customers in Kindersley to the Save-On-Foods family," said Darrell Jones, president of Save-On-Foods' parent company, the Pattison Food Group. "Justin and his team offer the best grocery shopping experience in town and we can't wait for our customers to see all we have in store for them."



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Save-On-Foods Kindersley is open from 9 a.m. to 9 p.m. on weekdays and 9 a.m. to 8 p.m. on weekends.

Photos of Save-On-Foods Kindersley will be made available upon request through mediarelations@pattisonfoodgroup.com on Thursday, March 7, 2024, following grand opening celebrations.

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About Save-On-Foods

Save-On-Foods is a Pattison Food Group business, committed to Going the Extra Mile for customers 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 2,500 locally-made products from more than 2,000 local growers and producers, the company has been innovating and putting customers first for over 100 years. Save-On-Foods, its supplier partners, team members and generous customers have donated more than \$40 million to children's hospitals and contribute \$3 million in donations to food banks across Western Canada each year.

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