



News Release

FOR IMMEDIATE RELEASE

November 16, 2011

'TIS THE SEASON TO MAKE CELEBRATIONS SENSATIONAL WITH INSPIRING IDEAS FROM SOBEYS

MISSISSAUGA, ON – It's that time of year again — the hustle and bustle of the holidays is just around the corner. But balancing the demands of shopping, cooking, planning and hosting parties can be tricky and sometimes may leave you feeling overwhelmed. To ensure the holidays are nothing short of perfection, Sobeys offers mouthwatering products and inspiring recipe ideas to keep the Grinch at bay.

"It's no secret. The holidays are one of the busiest times of the year and can be very stressful," says Paul Flinton, Vice-President of Brand and Product Marketing, Sobeys Inc. "We know Canadians want to spend more time enjoying the holidays with their families and friends, so we've created a host of inspiring ideas to not only make holiday entertaining easier, but to make the season simply sensational."

Little Helpers

Exclusive to Sobeys, *Sensations by Compliments* products help put a creative and festive spin on traditional dining. From effortless appetizers to easy meal solutions, desserts and beverages, ***Sensations by Compliments*** products include crowd pleasers that will liven up any holiday celebration.

This season, greet your guests with festive favourites such as ***Sensations by Compliments Goat Brie*** paired with the **Water Cracker Assortment**. You can also 'brie-dazzle' your guests by baking and topping the brie with one of the many recipes available at www.inspired.ca. For the no-fuss hostess, **Thai Golden Purses** are ready-to-serve in less than 15 minutes. Whatever your entertaining style, both appetizers go perfectly with cocktails before the main dinner event.

Spend more precious time catching up with family and friends instead of prepping and cooking in the kitchen. ***Sensations by Compliments Pacific Pink Salmon Pappardelle*** is a perfect complement of salmon and vegetables in a rich creamy sauce. Or, take your guests' taste buds to Italy with a **Prosciutto & Genoa Salami Pizza** that has a thin crust and is pre-baked in an authentic Italian brick oven.

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**Sobeys
Corporate**

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Finally, sweeten up your guests with a variety of delicious desserts. Inspired by a classic French pastry dating back to the 19th century, the award-winning **Sensations by Compliments Tarte Tatin** is handcrafted with sweet-tart Granny Smith apples, authentic buttery pastry and creamy caramel sauce. Another classic with a modern twist is the **Chocolate Covered Mini Cheesecakes** selection. Velvety and enrobed in delicious milk chocolate, these bite-size cheesecakes are quick and easy to serve at parties.

Perfect Presents

Sobeys carries a delightful collection of confectionery products for those who enjoy life on the sweet side. The **Belgian Biscuit Collection** and **Chocolate Dipped Sponge Toffee** are perfect as party favours and hostess gifts. Be sure to keep a few wrapped and ready to give guests who show up unexpectedly to share some holiday cheer.

Creative Inspiration for the Kitchen

Just in time for the holidays, Sobeys has recipes fresh from the pages of *Inspired* magazine that are sure to help you take food from ordinary to extraordinary. Treat guests to a mouthwatering, homemade meal with **Cumin-Spiced Pork Skewers with Apricot Mustard Sauce** as the perfect hors d'oeuvres followed by **Sesame-Soy Pacific Cod** served with **Yukon Gold Galettes**. Pair them with a simple **Citrus Tonic** (hint: add gin for a little 'spirit') and your holiday entertaining will be the most popular gift of the season.

To make the holidays simply sensational, Sobeys will be giving away[†] \$5,000 in instant win prizes online at www.sobeys.com/holiday and www.facebook.com/Sobeys. One lucky Canadian will also wrap up the holidays with a \$2,000 Sobeys gift card redeemable at Sobeys stores across the country.

"Sobeys has been a part of family holiday celebrations for generations," says Flinton. "That's why, we want to ensure that everyone has extraordinary products and inspiring ideas for entertaining this holiday season."

For more kitchen inspiration, including quick tips, unique recipes and techniques for entertaining that will make your holidays a sensational success, follow @InspiredRecipes on Twitter.

For more information about Sobeys, please visit www.sobeys.com. To find holiday products and recipes, visit www.compliments.ca or www.inspired.ca. You can also become a fan of Sobeys on Facebook at www.facebook.com/Sobeys.



About Sobeys Inc.

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians for 104 years. A wholly-owned subsidiary of Empire Company Limited (TSX:EMP.A), Sobeys owns or franchises more than 1,300 stores in all 10 provinces under retail banners that include Sobeys, IGA, Foodland, FreshCo, and Thrifty Foods, as well as Lawton's Drug Stores. Sobeys and its franchise affiliates employ more than 95,000 people. The company's goal is to be widely recognized as the best food retailer and workplace environment in Canada. More information on Sobeys Inc. can be found at www.sobeyscorporate.com.

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See attached product descriptors and recipes fresh from the holiday issue of Inspired Magazine.

† No Purchase Necessary. Have a Sensational Season Contest is open to legal residents of Canada (excluding Quebec) who are over the age of majority in their jurisdiction. Contest starts on November 10, 2011 and ends on January 3, 2012 at 11:59 p.m. EST. For entry and official rules visit <http://www.sobeys.com/holiday>. Odds of winning the grand prize depend on the number of eligible entries received during the Contest Period. Odds of winning an Instant Win prize depend upon the time of game play and the number of entries obtained prior to game play. Void where prohibited. Sponsored by Sobeys Capital Incorporated, 1680 Tech Ave, Unit #1, Tech Avenue, Mississauga, ON L4W 5S9.

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