



# News Release

## FOR IMMEDIATE RELEASE

August 27, 2015

### **SOBEYS INC. LAUNCHES CHALO! FRESHCO**

*New concept store in Brampton, Ontario, provides customers a one-stop shop for all their South Asian grocery needs*

**STELLARTON, NS** – Sobeys Inc. today announced the grand opening of Chalo! FreshCo in Brampton, Ontario, the Company's first South Asian focused discount grocery store.

"Chalo! FreshCo is a significant and unique addition to our Company's food retailing lineup," says Rob Adams, General Manager, Discount Format, Sobeys Inc. "This store caters to the South Asian market while also driving our mission to inspire Canadians to discover new foods, products and recipes, and to help them *Eat Better, Feel Better and Do Better.*"

Chalo, meaning "let's go" in South Asian languages, is Sobeys Inc.'s invitation for shoppers to visit the new 50,000 square foot store. Inside, they will find thousands of South Asian grocery products such as a wide assortment of rice, spices, lentils and snacks; fresh produce; full service seafood, halal and non-halal meat counters; Amaya, a popular Indian restaurant; as well as the traditional FreshCo product offering with a large range of North American brands at low discount prices.

"Our research indicates that many South Asians visit multiple grocery stores each week to fulfill their food shopping needs, from traditional grocers to small, specialty stores for specific products<sup>1</sup>," adds Adams. "Now, they can find the popular and unique products that they regularly look for and enjoy in one convenient location."

Chalo! Freshco, located at 10615 Bramalea Road in Brampton, Ontario, is open from 8 a.m. to 10 p.m., seven days a week. For more information, please visit [www.chalofreshco.com](http://www.chalofreshco.com).

#### **About Sobeys Inc.**

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians for 108 years. A wholly-owned subsidiary of Empire Company Limited (TSX:EMP.A), Sobeys owns or franchises approximately 1,500 stores in all 10 provinces under retail banners that include Sobeys, Safeway, IGA, Foodland, FreshCo,

<sup>1</sup> Environics Research Group. (October 2014). *New Store Concept – Shopper Behaviour Report*. Proprietary Sobeys market research.

**Sobeys  
Corporate**

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Thrifty Foods, and Lawton's Drug Stores as well as more than 350 retail fuel locations. Sobeys and its franchise affiliates employ more than 125,000 people. The company's purpose is to help Canadians *Eat Better, Feel Better and Do Better*. More information on Sobeys Inc. can be found at [www.sobeyscorporate.com](http://www.sobeyscorporate.com).

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