



FOR IMMEDIATE RELEASE

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**SOBEYS' COMMITMENT TO FOOD EDUCATION AND BETTER FOOD
SHOWCASED THROUGH FOOD REVOLUTION DAY SUPPORT**

*Sobeys encourages employees and Canadians of all ages to get cooking and
join a food-focused event on May 15*

STELLARTON, NS – For the second year in a row, Sobeys is proud to support Jamie Oliver's Food Revolution Day, a global day of action encouraging the public to stand up for the importance of food education.

Support of Food Revolution Day is just one of the many ways Sobeys encourages Canadians to improve their food knowledge and cooking skills. Through the work of the Sobeys Inc. Better Food Fund, Sobeys has been empowering and inspiring Canada's next generation of home cooks. This year, Sobeys is engaging elementary and secondary schools across Canada to participate in Food Revolution Day through Home Cook Heroes, a nutrition education program in partnership with Free The Children. To date, more than 290 schools in Canada have signed up to host a potluck in their classroom and/or cook alongside Jamie Oliver as he teaches a special online cooking lesson.

"Educating youth about how to cook fresh food from scratch is an essential life skill – once you know that, you're set up for life," said Jamie Oliver. "I'm really excited that Sobeys is again supporting Food Revolution Day to help empower the youth of Canada to make better food choices. Keep up the good work Sobeys!"

Sobeys is supporting several Food Revolution Day ambassador events by providing food donations, including one taking place at Northview Heights Secondary School in Toronto. More than 1,500 students at the school will take part in Jamie Oliver's online cooking lesson on May 15 and Jamie will make a special live video appearance that morning.

"Food Revolution Day and its vision to help more people, especially our younger generations, understand and appreciate better food, aligns perfectly with Sobeys' mission to help Canadians eat better, feel better and do better," said Gillian Kerr, Vice President, Brand Marketing. "We're proud to support Food Revolution Day events and efforts in Canada and hope to see thousands of people get involved in a cooking or food event this year."

Research conducted by Sobeys last year found that just one in five (18 per cent) of Canadians are preparing one meal a day from scratch and only 31 per cent of 18 to 29 year olds feel confident in the kitchen. The Sobeys Inc. Better Food Fund, launched in the fall of 2014, supports access to and the advancement of better food through donations and partnerships with national and regional charities.

News Release

**Sobeys
Corporate**

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The inaugural program, co-developed in partnership with Free The Children, is Home Cook Heroes, a curriculum-based program designed to empower students to make healthy choices, gain essential food and cooking skills, and channel their healthy energy towards creating positive local and global change.

More information about the Sobeys Inc. Better Food Fund is available at <https://www.sobeys.com/betterfoodfund>.

More information about Jamie Oliver's Food Revolution Day is available at www.foodrevolutionday.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, 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.

About Jamie Oliver

Jamie Oliver is a phenomenon in the world of food. Most famous for his Emmy-Award winning television series, Jamie Oliver's Food Revolution on CBC, Jamie has become a campaigner for better school food and food education. The Jamie Oliver Food Foundation has created an annual global day of action – Food Revolution Day www.foodrevolutionday.com – inspiring people all over the world to stand up for real food, and Canada has been one of the most active countries for the past two years.

His television programs are broadcast on Food Network Canada and the accompanying bestselling cookbooks are published by HarperCollins Canada. Jamie lives in London and Essex with his wife, Jools, and their children, Poppy, Daisy, Petal and Buddy.

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