



FOR IMMEDIATE RELEASE

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**BETTER SUMMER IS HERE! SOBEYS CELEBRATES THE SEASON WITH
A NEW LINE OF FRESH CANADIAN BURGERS**

STELLARTON, NS – After a long, cold winter, Canadians are eager to pack away their coats and celebrate the arrival of their favourite time of year – grilling season!

According to a recent survey commissioned by Sobeys, 78 per cent of Canadians are looking forward to barbecue season and 62 per cent say grilling is the best part of summer. There's no denying that when it comes to grilling, Canadians prefer burgers. Almost all Canadians (93 per cent) plan to eat at least one burger this summer and close to half (47 per cent) say burgers are their favourite meal to eat off the grill.

This summer, Sobeys is tempting Canadians by introducing [the Canadian Chuck Burger](#), along with an assortment of other fresh burgers made especially for grilling. Exclusive to Sobeys, the Canadian Chuck Burger is handmade daily in store using 100 per cent AAA Canadian beef.

"We specifically selected chuck because it is the cut with the juiciest bite and fullest flavour," said Sobeys' chef Adrian Shaw. "Our Sobeys' Canadian Chuck Burger, made with only ground chuck and no preservatives or additives, is the better burger for summer grilling and outdoor entertaining."

In addition to the Canadian Chuck Burger, Sobeys' new line of fresh burgers available exclusively for Sobeys banner stores includes: a Certified Humane[®] Canadian Chuck Burger, made from beef raised humanely without added antibiotics or hormones; the Canadian Turkey Burger, made from 100 per cent Canadian turkey and the Canadian Pork Burger, made from 100 per cent Canadian pork. Sobeys' *100% AAA Canadian Burgers* are also available in fresh new flavours such as jalapeno and cheddar cheese; bacon and cheddar cheese; poutine gravy and cheese curds; or rimmed with steak and onion spice.

Canada's Burger IQ

The survey, conducted on the Angus Reid Forum on behalf of Sobeys, found that while nearly all Canadians love burgers, grilling the perfect burger can be a challenge. More than two-thirds (69 per cent) of Canadians think the barbecue lid should remain closed while cooking burgers and 57 per cent unknowingly let flavourful juices escape when cutting into burgers to determine cooking status. A shocking one third (29 per cent) of Canadians say it's difficult to perfectly grill a burger. Sobeys' professional burger-griller, Chef Adrian Shaw, offers tips to perfect the art of burger grilling:

1. **Meat makes a difference.** Chuck makes for an ideal burger because it offers the juiciest, fullest flavour.

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**Sobeys
Corporate**

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2. **Start with a clean grill.** To prevent burgers from sticking, brush the grates to remove food particles.
3. **It's okay to flip.** Flip burgers multiple times so they don't dry out on one side.
4. **Grill at high heat.** Use high heat to cook the burger as quickly as possible without it drying out.
5. **Grill with the lid open.** Did you know "grilling" refers to cooking with the lid open while "barbecuing" is cooking with the lid closed? Grilling with the lid open directs the heat to one side of the burger at a time, making for juicier, more flavourful burgers.
6. **Watch for hot spots.** Move the burgers around on the grill so they cook evenly.
7. **Don't 'squish' the burgers.** It may be tempting to 'squish' or flatten the burgers as they grill, but doing so releases their flavourful juices.
8. **Use a thermometer.** Health Canada recommends cooking ground beef to an internal temperature of 71 degrees Celsius (160 degrees Fahrenheit).
9. **Don't skimp on the bun.** Buns come in all shapes, sizes, densities, and flavours. Make sure you've got the right one to complement your burger.
10. **Top it off.** Don't forget to stock up on unique toppings to take your burger to the next level. From ketchup to aioli, there are endless ways to top your burger. Sobeys' survey found that 64 per cent of Canadians think mustard is a burger necessity and most Canadians (72 per cent) believe cheeseburgers are better than hamburgers.

Better Food Fairs

On Saturday, May 9, 2015, every Sobeys store across the country will kick-off the summer season with the first-ever Better Food Fair. These one-day, in-store events will feature new summer product sampling, special offers and other fun activities.

About the survey

From April 15th to April 16th, 2015 an online survey was conducted among 1,536 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 2.5 per cent, 19 times out of 20. The results have been statistically weighted according to education, age, gender and region (and in Quebec, language) Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

About Sobeys Inc.

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians for 107 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.



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