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News Release

SOBEYS INTRODUCES THE SEAFOOD STEAMER

Now seafood is simple; Sobeys' new meal solution takes the mess and guesswork out of preparing seafood

STELLARTON, NS – Sobeys has simplified seafood preparation with the launch of the Seafood Steamer, a new innovation now available at Sobeys' Seafood Service Counters across the country. Addressing some of the common concerns Canadians have when preparing seafood, such as mess, smell and uncertainty, the Seafood Steamer is a quick and easy solution to cook seafood perfectly at home every time.

The Seafood Steamer is a convenient, new take on the classic French cooking method *en papillote*, where fish is steamed in a parchment paper pouch. Customers simply choose their favourite fish or seafood and seasoned butter at a Sobeys Seafood Counter, the seafood is then sealed in an oven-safe, ready-to-cook bag. Once at home, customers follow the cooking instructions on the back of the Seafood Steamer bag, locking in aromas and flavours to produce moist and tender seafood every time.

"Many Canadians like to eat seafood, but they may lack the confidence to properly prepare it, or they avoid fish because of the mess," said Bryon Feener, Senior Director, Meat and Seafood Merchandising & Commercial Programs, Sobeys Inc. "While cooking a fish dinner may be intimidating for many people, the Seafood Steamer takes the fuss out of fish and makes it easy to enjoy almost any kind of seafood. Prepared by Sobeys and made by you, the Seafood Steamer is a delicious, no-stress meal solution."

Sobeys' Seafood Steamer is a simple three-step process resulting in seafood that's tender and perfectly cooked every time:

1. Customers select their fish or seafood from the Sobeys' Seafood Service Counter, and handpick one of three seasoned butter pats: Lemon and Dill, Garlic and Parsley or Salted.
2. A Sobeys' seafood expert prepares and seals the selected fish or seafood in a bag to take home, eliminating the customer's need to touch or handle raw fish, containing the mess that comes along with preparing seafood.
3. Then, the customer simply cooks the bag in the oven or microwave – depending on the preferred cooking method and according to instructions indicated on the bag – allowing for more time to prep side dishes that complement this fast dinner solution.

The Seafood Steamer is great paired with a simple salad or served over a bed of rice, but its versatility also makes it a convenient ingredient for many other dishes. Appealing to Canadians' desire for easy yet delicious meals, Sobeys

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Corporate**

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has prepared a number of recipes using the Seafood Steamer as an ingredient that can be viewed at <http://betterfoodforall.com/Seafood-Steamer>.

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.

-30-

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