



News Release

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December 17, 2015

SOBEYS EXPRESS - A FRESH TAKE ON TRADITIONAL CONVENIENCE

New convenience store format offers more fresh and healthy food options for on-the-go consumers

Stellarton, NS – Sobeys unveiled its new convenience and fuel store format to customers in Atlantic Canada today. A fresh take on the traditional convenience offer, Sobeys *express* features tasty, on-the-go meal solutions and easy fuel fill-ups for travellers.

“Consumer research has shown us that customers are looking for more fresh food options to meet their on-the-go needs. They also want a one-stop shop for food and fuel and Sobeys *express* meets those customer needs in a larger and brighter store,” remarked Valerie Ryan, vice president, convenience and fuel, Sobeys Atlantic. “Sobeys *express* will carry a broader assortment of traditional convenience items; however, the new format will focus on the customer looking for a fresher alternative.”

The Sobeys *express* store, inspired by Sobeys Inc.’s IGA *express* banner in Quebec, offers customers fresh, healthy alternatives to traditional convenience store snacks and meal ideas. With a selection of 14 signature and all-butter croissant sandwiches, *Sensations by Compliments* hot soups in three different sizes, and cookies and baguettes baked fresh daily in-store, customers will taste the same quality and freshness they experience at their local Sobeys and Foodland stores.

“Sobeys *express* is a new concept for convenience shopping in Atlantic Canada,” added Ryan. “Rotisserie chickens and freshly made salads aren’t your typical convenience store fare but based on our customer research, we know customers want better choices when they are on the go and Sobeys *express* stores will set us apart from the traditional convenience retailers in this regard.”

Appealing to travellers, the meal deal featuring a sandwich, drink and snack, will reward customers with two cents off per litre on a subsequent fuel purchase at Fast Fuel and Shell locations across Atlantic Canada. To complete the offer, Sobeys *express* customers will receive AIR MILES® reward miles on purchases made in-store and at the pump.

“As we continue on our journey to help Canadians eat better, feel better and do better, we understand how important it is to offer a better-for-you option for our convenience customers,” said Peter Doucette, general manager, Sobeys Atlantic. “They want better food choices when they are on the go and Sobeys *express* will provide them with exactly that.”

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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.