



FOR IMMEDIATE RELEASE

January 29, 2016

SAFEWAY AND SOBEYS STORES IN ALBERTA TAKE AIM AT PRODUCE AFFORDABILITY

Safeway and Sobeys are each working to bring better quality, reduced prices and variety of choices to help Albertans eat better, more affordably

Calgary, AB – Sobeys Inc. announced today that Safeway and Sobeys stores in Alberta are on a mission to offer better produce at lower prices every day. The initiative is part of Sobeys' commitment to help Canadians eat better which was launched in 2013 with global better-food advocate and chef Jamie Oliver. Safeway has now also adopted this platform.

Beginning today, customers at both Safeway and Sobeys stores can expect to see changes to the produce department. This includes:

- lowered prices on many produce items compared to their regular in-store everyday prices, including many items Canadians buy every week;
- weekly "produce picks" selected for their optimum quality;
- a wide selection of quality organic produce;
- tips on preparation from Jamie Oliver; and
- a 100 per cent satisfaction guarantee.

"I'm really passionate about making fresh food easier to get and cheaper for Canadians," said Jamie Oliver. "It's so exciting to kick off the New Year with a brilliant price drop in fresh produce. This is so good."

"We know produce pricing is top of mind for many Canadians and we want to help Western Canadians eat better and more affordably," said Dave Rodych, VP Operations, Safeway. "We hope the improved produce experience at our stores will not only help customers continue to enjoy their everyday staples like potatoes and lettuce, but to also discover fruits and vegetables they may not have tried before."

Safeway and Sobeys are each introducing more positive changes to help Canadians eat better in the meat department, with premium quality Western Canadian Sterling Silver AAA beef, aged 21 days. There are also many more choices with hundreds of new product listings in the months ahead, including new *Compliments* products.

"We think customers are going to be really excited about what they see in stores starting today," said Scott Chollak, VP Operations, Sobeys. "Our customers have told us what matters most is better, fresh produce and that's why we're investing in improving assortment, enhancing quality and providing more expertise and food knowledge – all at affordable prices."

To support the new initiative, Safeway and Sobeys will launch one combined flyer on January 29, showcasing the best that both stores have to offer.

News Release

**Sobeys
Corporate**

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B0K 1S0



Safeway and Sobeys are also committed to continually working with farmers and food vendors to find new ways to source quality food at more affordable prices.

This announcement will be supported with a marketing campaign in partnership with Jamie Oliver. Jamie will appear in advertising for both Safeway and Sobeys in the form of television, radio, newspaper and digital.

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, its franchisees and 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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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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