



FOR IMMEDIATE RELEASE
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Voilà by Safeway curbside pickup service now available in Alberta

Calgary, AB – Voilà has expanded its e-commerce offering to Alberta, with the launch of “Voilà by Safeway Curbside Pickup.” Now available at three Safeway store locations in Calgary and one in Edmonton, the new service will expand to multiple Safeway locations across Alberta in the coming months.

Voilà by Safeway Curbside Pickup offers a freshness guarantee and products at affordable prices with no hidden fees*. Orders are assembled with care by Voilà teammates and delivered directly to customers’ cars to provide a contactless experience. Local customers can order online at [Voilà.ca](https://voila.ca) or by downloading the Voilà mobile app and shop from a wide selection of products. Customers select a convenient one-hour window for contactless curbside pickup.

“We’re excited to continue investing in Alberta, bringing our cutting-edge technology to Albertans,” said Sarah Joyce, SVP E-commerce, Empire Company Limited. “These new online options will complement the exceptional in-store experience and assortment customers have come to expect of our Safeway, Sobeys, IGA and FreshCo stores in Alberta.”

Voilà will launch its new online grocery home delivery service in 2023, fulfilling orders from a world-class Customer Fulfillment Centre. This new facility will create approximately 1,500 jobs in the province.

Safeway curbside pickup locations:

- Safeway Shawnessy – 70 Shawville Boulevard SE, Calgary, AB T2Y 2Z3
- Safeway Castleridge – 55 Castleridge Boulevard NE, Calgary, AB T3J 3J8
- Safeway Southcentre – 11011 Bonaventure Drive SE, Calgary, AB T2J 6S1
- Safeway Tera Losa – 9710 - 170 Street NW, Edmonton, AB T5T 5L5

Voilà curbside pickup is also available in Nova Scotia and will continue to expand to hundreds of stores across Canada over the next few years.

For more information, please visit www.voila.ca.

About Voilà

Voilà will begin building a Customer Fulfillment Centre (“CFC”) in Rocky View, Alberta, to launch Voilà’s online grocery home delivery service in 2023. Voilà CFCs are built with world-leading e-commerce technology. CFC robots assemble orders in an automated warehouse, resulting in minimal product handling, while Voilà teammates use enhanced COVID-19 sanitization protocols to deliver orders safely to customers’ homes. Since the launch of its home delivery service in the Greater Toronto Area in Ontario, Voilà has further expanded with the launch of curbside pickup in Nova Scotia and Alberta. Customers can order online at voila.ca or by downloading the Voilà mobile app.

Media asset library can be found [here](#).



For further information:

Media Contact

Karen White-Boswell

Director, External Communications

Sobeys Inc.

(416) 779-2319

Karen.White-Boswell@sobeys.com