

100 Years in Food



“When you think about the roots of this organization, dating back 100 years in Pictou County to over 1,330 stores across the country today – each one with its own sense of purpose and pride and passion just like the first store in Stellarton, Nova Scotia in 1907 – that’s a pretty phenomenal story.”

BILL MCEWAN PRESIDENT AND CEO, SOBEYS INC.



1907
John William (J.W.) Sobeys starts a meat delivery business in Stellarton, Nova Scotia.



1924
Frank Sobeys persuades his father to expand the business to include a full line of groceries. The next year, the Sobeys chain is born.



1949
Sobeys opens its first self-serve, all-cash supermarket in Truro, Nova Scotia.



1950s & 1960s
Rapid expansion through the Atlantic provinces. Frank's sons – Donald, Bill and David – become involved in running the business.



1982
Empire goes public at \$0.35 per share, split adjusted. Annual revenue is \$300 million.



For 100 years now, the Sobeys name has been a hallmark of quality, value, innovation and customer service for Canadian food shoppers. From one store in northern Nova Scotia, Sobeys has grown to become a leading national food retailer with stores in all 10 provinces, fueled by a continuous drive to make progress by always looking forward.

Our customers and employees across the country are celebrating Sobeys' 100th anniversary with store parties, promotions, special displays and heritage products. In Atlantic Canada, 100 days of activities commenced in late May, including a tour of a replica Ford Model T similar to the one Frank Sobeys used in the early days of the business.

FROM HUMBLE BEGINNINGS

From humble beginnings to nationwide success, the Sobeys pride and purpose shines through to this day in locations all across the country. But as the Sobeys family moves into its fifth generation in the food retail business, the values held by J.W. Sobeys remain at the core of the business: dedication to our customers, employees, products and our communities.

The Sobeys' story is one of incredible entrepreneurial spirit and courage, characterized by always looking forward, always making progress and standing up as an organization behind our core values. Those values were demonstrated during a coal miners' strike in Stellarton in the 1920s, when Frank Sobeys opened the doors and

“The strength of any organization is the people involved.”

FRANK H. SOBEY
(1902 – 1985)



allowed hungry workers and their families to take what they needed. He simply asked that they leave a list of what they had taken and to repay when able. This spirit of giving endures to this day through the philanthropic activities and community initiatives that, in large part, define the Sobeys' legacy.

BUILDING ON THE VISION

While we have had many occasions to celebrate the rich and vibrant history of Sobeys, we have even more to look forward to in our future. By applying the acquired experiences of the first 100 years we will forge ahead, always finding new and better ways to serve our customers. We will continue to innovate and grow, steadfast behind our focus on food, rooted by our heritage in Atlantic Canada and fueled by our growing, cross-Canada presence.



1987
Sobeys records sales of \$1 billion for the first time.

1998
Sobeys acquires Oshawa Group, tripling Sobeys' size overnight.

2003
The first Sobeys banner store in Western Canada opens in Winnipeg, Manitoba. Today there are close to 80 Sobeys stores in the four western provinces.

2005
Sobeys introduces Compliments private label to Canadian consumers.

2007 (JUNE)
Empire acquires all outstanding shares of Sobeys, providing further support for its food-focused strategy.