



Better Food For All

While much has changed in the world of food retailing since J.W. Sobey launched his refrigerated meat business in 1907, Sobeys' success still depends on knowing what matters most to customers and continuously evolving to keep pace with their changing needs.

This spirit of innovation found expression during fiscal 2014 through the launch of **Better Food for All** in our Sobeys banner and **Mieux Manger** in our IGA stores in Québec. We are striving to be known as this country's Better Food destination by helping Canadians Eat Better, Feel Better and Do Better every day.

We know that our timing is right. In fact, our research shows that 73 percent of Canadian consumers would like to eat better than they currently do. As part of our **Better Food For All** movement, we are determined to help them achieve that goal. During the past year, Sobeys has made exciting changes to our full service food offering to show Canadians that better food tastes great, is affordable, convenient and easily available, and leads to a healthier life.

Delivering **Better Food for All** to our customers depends on the success of four strategic pillars that guide our assortment and shape the delivery of our offer.



Better Food for All – represents Sobeys' commitment to delivering a compelling and highly differentiated shopping experience for our customers.

WOW fresh is the first pillar of Sobeys' **Better Food for All** offering. We are setting a new standard for exceptional freshness, value as well as an in-store experience that has significantly enhanced our best-in-food reputation. This experience is defined by the market-fresh atmosphere in our stores, the delicious foods made daily in our new specialty shops, and the exceptional service of knowledgeable and engaged employees who bring **Better Food for All** to life.

The second pillar of **Better Food for All** is **Speed scratch**, which provides time-pressed consumers with delicious eat-at-home alternatives to dining out. Over the past year, we have brought a growing range of restaurant-quality meals into our stores including value-added meat and seafood offerings. We are also showing our customers how to prepare meals, with simple time and temperature information. We are helping them choose to prepare meals with a wide selection of ready-to-cook, ready-to-heat and ready-to-eat products. For customers who want to cook their own meals but lack the inspiration, we have introduced Meals Made Easy, a collection of high-quality ingredients that combine into a convenient meal solution. We have also introduced Bundled Meals, which provide time-saving meal ideas with groups of products at fixed price points.

73%

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welcome to our
kitchen



cheese



wellbeing

BETTER BECAUSE

Impossible to resist all-butter, super flaky european croissants and danish pastries, baked fresh in-store daily. So much more than just warm bread, it's joy!

Available for purchase at participating locations.



Healthy wholesome is the third pillar of our **Better Food for All** offering. This program helps our customers make healthier and more varied choices. We have added hundreds of new Natural Source products, which are minimally processed without the use of additives or preservatives. We have brought these to market by emphasizing their benefits through dedicated merchandising programs and expert advice from specially trained Wellbeing Counsellors.

Giving our customers more and better opportunities to make **Sustainable** choices is the focus of the fourth **Better Food for All** pillar. Sobeys' new full service offering includes an expanded assortment of organic products that are grown and harvested without pesticides, responsibly sourced products that are procured with consideration for the welfare of animals and the environment in mind, and local products that celebrate the best local farmers have to offer at each seasonal harvest. Our commitment to sustainability can be seen in Sobeys' variety of Marine Stewardship Council Certified Sustainable fish products. Sobeys also became the first major food retailer in North America to offer beef, pork and poultry that meets Certified Humane® standards. These include meats from the Blue Goose, DuBreton and Aspen Ridge brands, as well as 'Compliments presents Jamie Oliver discovers Canada', through our exclusive partnership with Jamie Oliver.

Making better food more affordable is also critical to the success of the **Better Food for All** movement. We are ensuring that Sobeys is the low-cost destination for essential items that our customers buy day in and day out.



In 2013, Sobeys became the first North American retailer to offer Certified Humane® products in chicken, beef and pork. Customers will find Certified Humane® meats from the Blue Goose, Sunrise, Du Breton and Aspen Ridge brands, as well as 'Compliments presents Jamie Oliver Discovers Canada'.

Making better food more affordable is also critical to the success of the **Better Food for All** movement. We are ensuring that Sobeys is the affordable destination for essential items that our customers buy day in and day out. We are also making the total food basket more affordable for our customers by price checking products every month, offering low-price features, providing loyalty rewards on designated products and offering more than 4,000 *Compliments* private label products.

Because it takes a bit more room to deliver everything that **Better Food for All** has to offer, we've introduced our next-generation **Sobeys extra** stores and our expanded full service stores to support our expanded banner positioning. These new stores welcome customers into a world of food discovery and innovation with extra departments, products, services and savings that are designed to help them Eat Better, Feel Better and Do Better every day.

These 'extras' include: **Sobeys' Kitchen**, where customers can find fresh ready-to-eat or ready-to-heat prepared meals daily, including: freshly made sushi and noodle dishes, stone oven-baked pizza, hot roast beef dinners from the carvery, freshly roasted coffee, and fruity smoothies from the smoothie bar.

An expanded Bakery, which offers: artisan breads baked in store with pure ingredients, store-made Montréal and New York style bagels, fruit cakes topped with real cream, and all-butter pastries and gourmet cakes.

Natural Source and Wellbeing Departments, with more than 3,500 products that support health, energy and nutritional goals. This includes more organic and natural choices, and more choices for special diet requirements such as: gluten-free, dairy-free, sugar-free, and low-sodium products.

An expanded Produce Department, which offers: ready-to-eat, store-made cut fruit and salads, pre-cut vegetables, a wide variety of organic and local produce, and lower cost signature Sobey's fresh programs like potatoes displayed by usage and tomatoes by sweetness.

Premium Meat and Seafood Departments, which feature expert butchers who will custom-cut meat for any occasion. Customers will also find a vast selection of value-added meat and seafood selections that are ready to cook, Certified Humane® beef, pork and chicken, as well as MSC Certified fish products.



After 107 years in business, our success still depends on recognizing what customers want in a dynamic food-retailing environment, and delivering a relevant and differentiated shopping experience that earns their loyalty and trust.

Premium Cheese and Deli Departments, which offer a wide selection of specialty deli meats and cheeses including new samples for customers to taste every day. Each Cheese Department is staffed by a Cheese Ambassador who provides expert guidance in selecting from hundreds of available products, along with new entertaining ideas.

Our commitment to helping Canadians Eat Better, Feel Better and Do Better extends to our Full Service Safeway and Thrifty Foods stores, as well as the retail banners in our Fresh Service, Community, Discount and Convenience formats. Sobey's remains committed to delivering the best product, merchandising and service offering available while making better food more affordable for Canadians. After 107 years in business, our success still depends on recognizing what customers want in a dynamic food-retailing environment, and delivering a relevant and differentiated shopping experience that earns their loyalty and trust. Canadians are looking for our help to make better food choices for themselves and their families. With the **Better Food For All** movement, we are showing more people every day that they can count on us.

3,500+

Sobey's Natural Source and Wellbeing Departments feature more than 3,500 products that have been carefully selected to support the health, energy and nutritional goals of our customers.



