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Media Advisory

Orchard Plaza Save-On-Foods first grocery store in the Okanagan to sell BC VQA wine

(February 16, 2016 – Kelowna, B.C.) Save-On-Foods in Kelowna's Orchard Plaza will hold the grand opening of its in-store B.C. VQA wine section this Thursday.

The store is the first grocery store in the Okanagan to sell made-in-B.C. wine since the province amended its liquor laws in early 2014, allowing grocery stores to apply for a licence to retail wine that's made in B.C.

The in-store celebration will feature formal remarks by Save-On-Foods president Darrell Jones, special guests from the BC Government, and representatives of the B.C. Wine Institute beginning at 1:30 p.m.

The Orchard Plaza Save-On-Foods store is the Langley-based chain's fifth location to carry BC VQA wine-in-aisle.

The store will offer more than 900 varieties of wine from more than 150 wineries in the province – all of which is 100 per cent British Columbian.

What: Orchard Plaza Save-On-Foods wine section grand opening

When: Thursday, February 18, 2016, 1:30 p.m.

**Who: Save-On-Foods president Darrell Jones
Special guests from BC Government
Representatives of B.C. Wine Institute**

**Where: Orchard Plaza Save-On-Foods
1876 Cooper Road
Kelowna, B.C.**

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