

Press Release

For immediate release

Unique Sobeys R-Purpose MICRO partnership to accelerate growth, bolster sustainability for 15 Ontario suppliers

Training program developed by Provision Coalition Inc. and Sobeys Inc. helps small local food and beverage companies embed zero waste and regenerative practices in their businesses.

Mississauga, Ont., January 22, 2021 – Today, 15 Ontario-based Sobeys Inc. suppliers will begin a 12-week journey to accelerate their growth by becoming more purpose-driven and more sustainable.

The Sobeys [R-Purpose MICRO](#) training program is developed and delivered by [Provision Coalition](#), Canada's leading food and beverage sustainability experts.

Cher Mereweather, the CEO of Provision Coalition said, "We are proud to be working with Sobeys to empower their local food partners to embed sustainability and circularity at the heart of their businesses. It's inspiring to see so many smaller firms wanting to make more of an impact and adopt zero waste and regenerative ways of doing business."

All 15 participating businesses are part of Sobeys Inc.'s Local program, which supports the development of small local suppliers on their retail journey, from home kitchens and markets to Sobeys and Foodland shelves.

Sheri Evans, the Local Development Manager for Sobeys Inc. in Ontario, said, "Sobeys started as a family business more than 100 years ago. We know the power and potential of small local businesses and we are always looking for unique ways to support the development of our local partners. This program is so exciting because it gives our partners tools and strategies to grow their businesses on a foundation of sustainability."

Please join us in congratulating the first cohort of Sobeys R-Purpose MICRO businesses who, in the next few months, will see first-hand the power of purpose and circularity as a mechanism for resiliency and business growth.

The first Sobeys R-Purpose MICRO cohort includes: [Abokichi](#), [Cherry Lane](#), [Coppa di Gelato](#), [Culture Shock Kombucha](#), [Eat My Shortbread](#), [Everreal](#), [Goodums Food](#), [Happy Pops](#), [Louise Prete Food](#), [The Original Taro Chip](#), [Nature Knows Inc.](#), [Fraktals](#), [Saugeen Country Dairy](#), [Sprucewood Handmade Cookie Co.](#), [The Sweet Shop](#), [Tunnel BBQ](#)

Find these incredible local products (and more!) at select Sobeys and Foodland stores across Ontario.

*A circular food business is a for-profit, not-for-profit, or social enterprise whose actions contribute to systemic change towards a circular food economy through the development of new business models,

technologies, products or services that design waste out of our food system, reduce emissions, expand access to affordable and nutritious food, and regenerate natural systems.

About Provision Coalition Inc and R-Purpose MICRO

Provision Coalition is a network of food and beverage industry sustainability experts. Their team works across North America helping food and beverage companies grow their businesses in a way that generates more profit while benefiting people and planet. Provision is led by Cher Mereweather, who has two decades of experience in food and beverage industry sustainability. R-Purpose MICRO is a fast-growing initiative led by Provision Coalition that is empowering and enabling small food and beverage companies from across Canada to embrace the opportunities of sustainability and circularity.

About Sobeys Inc.

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians since 1907. Sobeys Inc., a wholly-owned subsidiary of Empire Company Limited (TSX: EMP.A), owns, affiliates or franchises more than 1,500 stores in all 10 provinces under retail banners that include Sobeys, Safeway, IGA, Foodland, FreshCo, Thrifty Foods, Farm Boy and Lawtons Drugs as well as more than 350 retail fuel locations. Sobeys, its franchisees and affiliates employ approximately 127,000 people. More information on Sobeys Inc. can be found at www.sobeyscorporate.com.

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