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Save-A-Lot Opens 12,233 sq. ft Store in Oak Park **One of the Nation's Largest U.S. Grocery Chains Opens in the Oak Park Shopping Center**

January 22, 2016, Oak Park, Michigan – Save-A-Lot, one of the nation's leading hard-discount, limited assortment grocery chains and a wholly-owned subsidiary of SUPERVALU INC., opened a 12,233 sq. ft. corporate-owned store in the Oak Park Shopping Center on Coolidge just South of I-696 in Oak Park, Mich. The store opened their doors on Thursday, January 21st.

"I am excited to welcome new development projects to our community. It is not surprising that they are locating here to recognize our untapped potential," said Erik Tungate, City Manager of Oak Park. "Momentum is building and there will be more announcements to come."

With this store, Save-A-Lot brings their coveted neighborhood grocery store concept to value-seeking shoppers. The guiding principle behind the grocery chain is to be shopper-centric and help customers live richer, fuller lives by saving them money and time in the store.

The time-saving set-up of Save-A-Lot stores, combined with high-quality discount groceries, allows the chain to offer great food at great prices from great people, every day, according to the company's vision statement.

Customers enjoy grocery store bargains on exclusive Save-A-Lot brands and national brands, plus USDA-inspected beef, pork and poultry; quality farm-fresh fruits and vegetables; dairy products; and non-food items.

How Do They Keep Their Prices So Low?

Known as a deep discount retailer of choice for value-seeking shoppers, the store's philosophy is to offer a quality selection of low-priced products shoppers need every day. This format operates on a three-fold premise:

- **Great Food** - They procure, distribute and market a carefully selected assortment of high-quality food and household needs while emphasizing their own exclusive brands. They also realize a significant cost savings by choosing not to provide amenities such as salad bars, cafeterias, deli or floral departments, except in locations where a licensee may choose to provide such services. Everyday low pricing eliminates the expense of advertising national brands.
- **Great Prices** - Save-A-Lot is able to pass cost-savings onto the consumer by utilizing a highly efficient supply chain in order to sell at prices below other retailers. Their reduced assortment of goods – approximately 1,800 of their customers most often purchased goods (as opposed to approximately 30,000 choices provided in conventional supermarkets) – reduces the need for space and eliminates the distribution costs associated with slow-moving products. This allows for smaller stores that equate to reduced operating expenses, such as a reduction in rent, labor, cost to build and expense to run. Labor

and shelving costs are reduced by ordering, shipping and displaying products in the same custom cartons without the need for additional labor to unpack and stock shelves, accordingly. And, they leverage a network of over 1,300 stores when negotiating price with suppliers.

- **Great People** - Save-A-Lot strives to provide a positive shopping experience through friendly, helpful and respectful associates who take pride in providing a clean, efficient, and adequately-stocked store. They have cozy (versus expansive) parking lots, large and clean aisles, adequately-stocked shelves, and accommodating associates. Save-A-Lot stores average between 15,000-16,000 sq. ft. to offer time-saving and efficient shopping experience.

With these measures, Save-A-Lot is able to offer a price advantage of up to 40% over conventional grocery chains. Even though the food store offer deep discounted pricing compared to conventional grocers, the chain believes the shopper shouldn't have to settle for lower quality. In keeping with this philosophy, the Save-A-Lot website provides affordable healthy eating and entertaining tips, recipes that create healthy meals under \$5, and a preview of ads and promotions. To be notified of tips, recipes and promotions, shoppers are urged to enroll in the Smart Shopper Club program. For more information, visit <http://save-a-lot.com/>.

The supermarket chain is a wholly owned subsidiary of SUPERVALU INC, a Fortune 100 company and one of the largest companies in the United States grocery channel. Save-A-Lot has both license stores (whereby the company acts as a wholesaler to its independent store owners) and corporate-owned stores. The Oak Park location is a corporate-owned store.

About Save-A-Lot

In 1977, Save-A-Lot's Founder Bill Moran identified an opportunity to open his first deep discount store in Cahokia, Illinois, to successfully compete against the emergence of mega-store chains. Today, Save-A-Lot is headquartered in Earth City, Missouri and has grown into one of the nation's largest U.S. grocery stores with more than 1,300 corporate and licensed stores in 37 states, the Caribbean and Central America. Save-A-Lot serves more than 5 million shoppers on a weekly basis. There are 80 stores in Michigan, including 24 in the Metro Detroit area.

About the City of Oak Park

The City of Oak Park is situated on the southern-most border of Oakland County, Michigan, and serves as a suburban ambassador to Detroit. Incorporated as a city in 1945, Oak Park's current population exceeds 29,300 and is home to more than 1,000 local businesses, including corporate headquarters.

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Store Manager Aaron Smith, middle, pictured with store associates.



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