



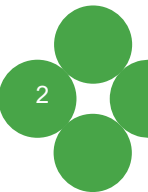
Sobeys Inc.  
Divert Nova Scotia  
Plastic Packaging Reduction Summit

Vittoria Varalli

VP Sustainability for Sobeys

# Agenda

- | Overview of Sobeys Inc. + Empire Company Ltd.
- | Our Current Strategy: Sustainability
- | Avoidable Plastics: Eliminating Single-Use Plastic Grocery Bags
- | What's next



# Overview Sobeys Inc. + Empire Company Ltd.

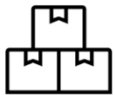
A family of **food retail brands** that includes:



In addition to food retail we are:



**Pharmacy** retailers with in-store pharmacy banners and free-standing locations through Lawtons Drugs



**Wholesalers**, distributing to our corporate and franchised stores and over 8,000 retail stores and independent wholesale accounts



Owners and operators of **fuel and convenience stores**, and **liquor** operations.

# Sustainability At Sobeys

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WHAT WE DO  
AND WHERE  
WE'RE FOCUSING

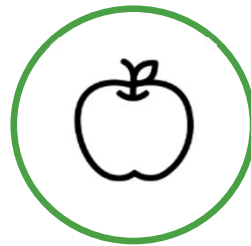


# Priority Areas



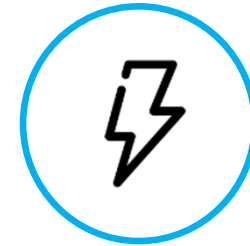
## Plastics

- 8 million tonnes of plastic end up in the world's oceans every year



## Food waste

- One third of all food produced globally is wasted



## Energy & GHGs

- The production and use of energy is the single biggest contributor to global warming

# Plastic Reduction

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**A First Step:**  
Eliminating Single-  
Use Plastic  
Grocery Bags



# Goodbye plastic bags



In July 2019, we announced that we would be eliminating single-use plastic bags across our store network, starting with our Sobeys locations.

The commitment would take 225 million single-use plastic bags out of circulation annually from our 255 Sobeys stores – that's enough to wrap around the earth twice!

We gave ourselves six months to make the change at our Sobeys stores, until Jan 2020. With our other banners, IGA, Safeway, Foodland and others to follow.



# January 2020: Eliminating the Iconic Sobeys Bag



**Miss Mary** ✨  
@mariirian

#sobeysbags #ripsobeysbags #sobeys

COVER YOUR HAIR	BOOT LINERS
$5 \times 5 = 25$ $5 \times 6 = 30$ $5 \times 7 = 35$	$5 \times 8 = 40$ $5 \times 9 = 45$
LUNCH BAG 	LUGGAGE 

1 1:48 PM - Jan 31, 2020

See Miss Mary ✨'s other Tweets

**thenewfoundla...**  
15.8k followers

Guitar still for sale?

How much for the bag

Read 4:07 PM

How much for the bag

View More on Instagram

1,057 likes



# Day-of Elimination

Removing 225 million plastic bags from circulation annually

Positive customer reactions in stores and on social media

100,000,000+ media impressions

## Sobeys ditches single-use plastic bags in Halifax and across Canada

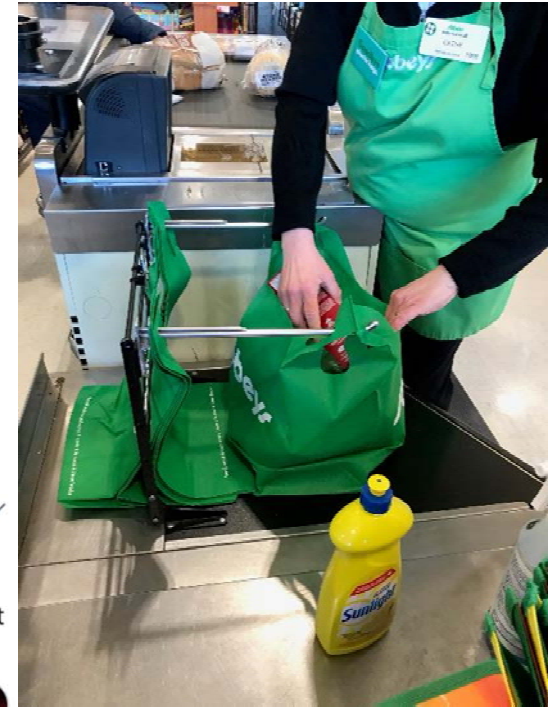
BY ALICIA DRAUS · GLOBAL NEWS  
Posted January 31, 2020 2:28 pm  
Updated January 31, 2020 9:58 pm



Wendy @rikayla · Jul 31, 2019

Replying to @sobey

What a move! Thanks for leading the way among grocery chains in Canada. You just got a new customer.



Brandon Lyddon @Bran... · Aug 1, 2019

Replying to @sobey

Thank-you Sobeys for committing to banning plastic bags in your grocery chains. Every step in the right direction helps.

# Key Learnings

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Employees are your greatest advocates

Inform customers often and start the conversation well in advance

Provide cost-effective options for the transition

First step is just that – there's always more to do



## Plastic Parking Lot – Sobeys Timberlea, Nova Scotia



Opened a new Sobeys Store in Timberlea, Nova Scotia on November 28.

In partnership with Crombie REIT, we diverted the equivalent of more than 6 million post-consumer plastic bags by using recycled plastic in the asphalt in the parking lot.

# Public Seating on the Waterfront

In October 2019, Sobeys unveiled the 'Ultimate Picnic Bench' on the Halifax waterfront in partnership with LakeCity Plastics and Develop Nova Scotia

The table was made using GoodWood Plastic's plastic lumber (lumber made using recycled single-use plastic bags).

Sobeys is donating 61 benches for installation on shorelines across the Atlantic region

The initiative will divert 720,000 plastic bags from landfills



develop  
NOVASCOTIA

GOODWOOD  
PLASTIC

LakeCity  
Plastics

# More to Do



**Andy Roberts** @scaryfish · 17 Dec 2018

Hey @sobey's and @AtISuperStore - **Plastic, plastic, plastic!** Do better! Give people better options! Demand better from your suppliers!



**Mamma Oceania** @MammaOceania · 7 Aug 2018

@sobey's @Loblaws @BanSingleUse @nofrillsCA @cathmckenna As a consumer, I want to see a major supermarket chain offer #zeropackaging in Canada. I want that option. And the **planet** needs it. #plasticfree #plasticfreeproduce



**Kristen Pue** @KristenPue · 24 Dec 2017

The UK is behind France on this, but it's still huge! Hopefully @LoblawsON @sobey's @Safeway will follow suit. #foodwastefree #Sustainability #hunger



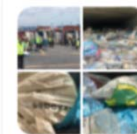
**Sarah Saunders** @ocean\_panda · 27 Dec 2017

.@sobey's I don't understand the need to wrap single bell peppers in **plastic**. What a waste. #reduceplasticwaste – at Sobey's



**Nora Loreto** @NoLore · 2h

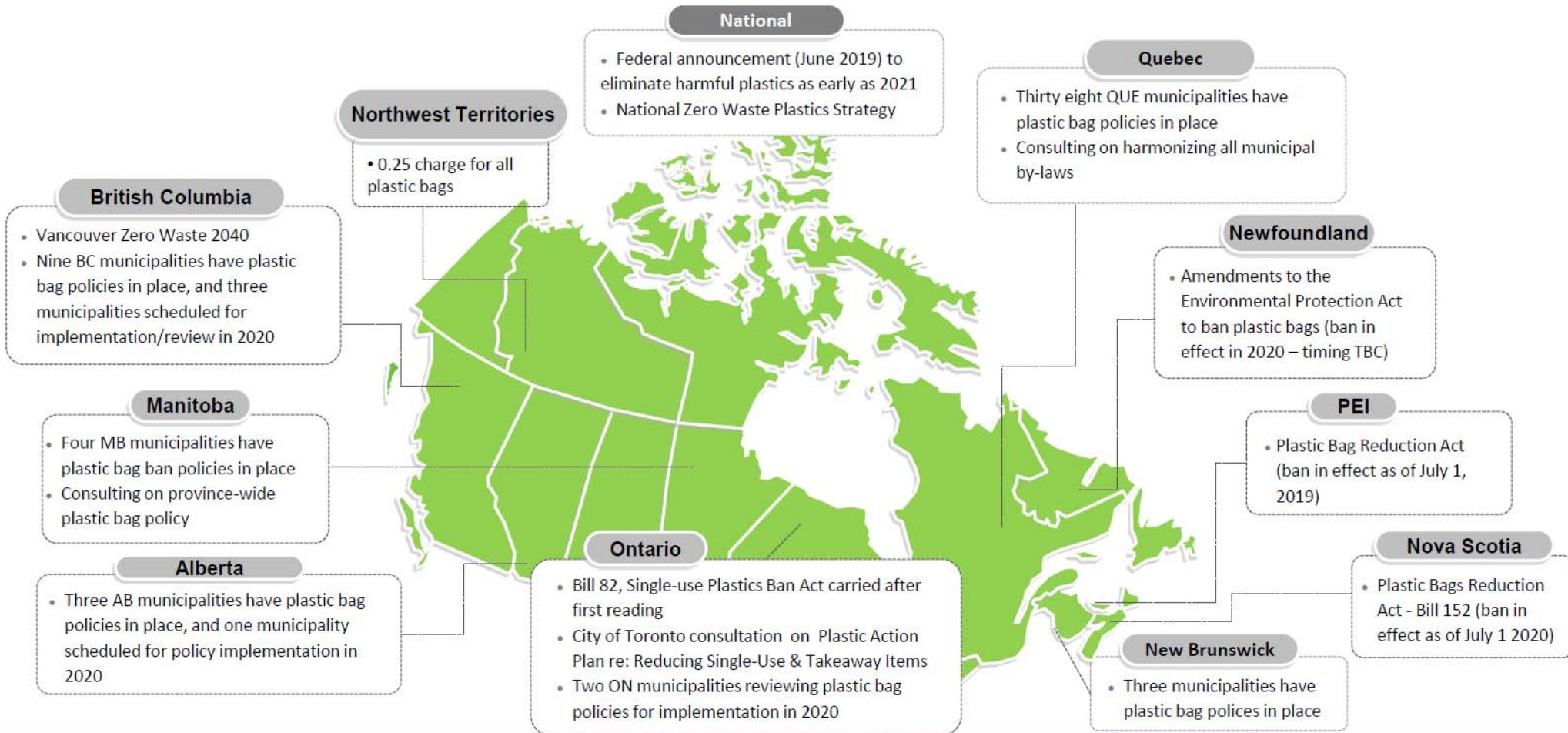
If we lived in a just world, the garbage would be shipped back to @sobey's and @DollaramaCad corporate offices for them to deal with.



**David Common** @davidcommon

Breaking: Canada facing more garbage complaints as Malaysia orders low-quality plastic waste returned to Canada. Sent for recycling, it's do contaminated, it could well be burned, buried or dumped. A long way to...

# Government Action



Thank you!

