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Sobeys expands curbside pickup service

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Sobeys is expanding its e-commerce offering to Atlantic Canada with the launch of Voilà by Sobeys Curbside Pickup. Now available at three Sobeys store locations in Nova Scotia, the new service offers a freshness guarantee and products at affordable prices with no hidden fees. Orders are assembled with care by Voilà by Sobeys teammates and delivered directly to customers' cars to provide a contactless experience. Customers can order online at voila.ca or by downloading the Voilà mobile app.

Powered by Ocado Group plc's proven in-store fulfilment technology, this curbside pickup service model allows customers to shop online or via mobile app from a growing selection of products. Voilà by Sobeys teammates use handheld devices to assemble orders with efficiency and accuracy,

focusing on freshness and safety. Customers select a convenient one-hour window for contactless curbside pickup.

“This is just another way we are bringing online grocery to more Canadians, faster,” said Sarah Joyce, senior vice president of e-commerce. “Voilà by Sobeys Curbside Pickup combines our industry-leading online shopping experience with a seamless curbside pickup service. Our teammates are excited and ready to bring this best-in-class service to customers in our home province, building on our strong legacy as the hometown grocer of Atlantic Canada.”

Sobeys' parent company Empire will expand Voilà Curbside Pickup to stores across Canada over the next few years as part of the company's Project Horizon strategy. Empire has one Customer Fulfillment Centre operational in Ontario, providing Voilà by Sobeys Home Delivery services, and is currently building a second CFC in Montreal. Empire plans to build two additional CFCs across Canada to cover 75% of the population.

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