



PRESS RELEASE

BC's Most Loved Brands 2026 were unveiled today with Save-On-Foods taking the #1 spot as the province's "Most Loved Brand."

Following closely behind were London Drugs, BC Hydro, A&W, and Vancouver International Airport, a strong showing of homegrown brands that continue to foster deep emotional connections with British Columbians.

Vancouver, April 14, 2026 - This morning at a special event at The Polygon Gallery in North Vancouver, Ipsos revealed British Columbia's Most Loved Brands for 2026. Leading the pack, Save-On-Foods has emerged as the "Most Loved Brand" in BC, followed closely by London Drugs and BC Hydro. This year's study underscores the significance of local brands in maintaining consumer trust during challenging times.

Kim Short, SVP at Ipsos, commented that, "Our findings highlight that 'Brand Love' acts as a critical driver of consumer loyalty and business success. By focusing on the emotional connections brands forge with their customers, we can uncover the keys to building sustainable relationships in the marketplace."

Gillian Yorke, Vice President, Customer Loyalty at the Pattison Food Group, speaking on behalf of Save-On-Foods shared their appreciation for receiving this recognition: "We are truly honoured that Save-On-Foods has once again been recognized as BC's Most Loved Brand," said Gillian Yorke, vice president of customer loyalty at Pattison Food Group. "Every day, in communities across British Columbia, our teams are focused on giving customers a little extra when they shop at Save-On-Foods, and we're incredibly grateful to be a trusted part of our customers' lives."

Top 10 Most Loved Brands:

1. Save-On-Foods
2. London Drugs
3. BC Hydro
4. A&W
5. Vancouver International Airport
6. White Spot
7. Purdys Chocolatier
8. BCLIQUOR
9. TELUS
10. BCAA



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Presented this year in partnership the Vancouver team at Zulu Alpha Kilo, the study's comprehensive methodology assessed brands across seven dimensions of brand love – Influence, Trust, Presence, Empathy, Leading Edge, Engagement, and Corporate Citizenship. With over 2,400 consumers surveyed across the province, the results provide businesses with actionable insights to deepen consumer connection.

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About Pattison Food Group

Established in 2021, the Pattison Food Group is a Canadian owned and operated Jim Pattison business and Western Canada's leading provider of food and drugs. The Pattison Food Group includes nine retail grocery banners including Save-On-Foods and Buy-Low Foods, as well as Everything Wine, Pure Integrative Pharmacy, Imperial Distributors Canada Inc., and other specialty and wholesale operations. Its businesses employ almost 30,000 team members in its over 300 food and drug retail locations who share a passion for giving back to the communities where they do business. Pattison Food Group businesses are leaders in customer service and innovation and are committed to achieving long-term growth.

About Ipsos

Ipsos is one of the largest market research companies in the world, present in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).



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