

Smart & Final Launches Instagram Page with #SoGoodTogether Social Media Contest Encouraging Shoppers to Capture and Share the Spirit of Summer

COMMERCE, Calif., June 30, 2017 /PRNewswire/ -- In celebration of Social Media Day today, [Smart & Final Stores, Inc.](#) (NYSE: SFS) announced the launch of its #SoGoodTogether contest – a summer-inspired social media contest that encourages shoppers to document via Instagram, Twitter and Facebook all the delicious ways summer and Smart & Final go together. The contest also celebrates the official launch of Smart & Final's Instagram page, [@smartfinal](#), which will include a collection of creative content that focuses on food, community and people – three passion areas for the West Coast-based warehouse and grocery retailer.



A completely unique shopping experience that offers the low prices of a club store and the incredible freshness of a farmer's market, Smart & Final is synonymous with summer. To capture the spirit of the season, they're inviting shoppers to share photos showing how Smart & Final products are a part of their most memorable summertime moments.

"Whether planning the Fourth of July, enjoying a beach day, organizing a neighborhood block party or stocking up for your annual company picnic, our hope at Smart & Final is to be your one-stop shop for summer," said Deb Bell-Versluis, Director, Corporate Communications. "We're especially excited to invite our social media fans to share with us how they're enjoying summer with the help of Smart & Final. This contest provides us a platform to connect and celebrate our most loyal customers, while also highlighting our community involvement by engaging associates to share photos from across our more than 250 stores."

From June 30 through July 31, shoppers can enter the contest by posting images of their favorite Smart & Final products to Instagram, Twitter and Facebook with the hashtag #SoGoodTogetherContest or online at <http://sogoodtogether.smartandfinal.com/contest>. Participants will have the chance to win a weekly prize of \$150 in Smart & Final gift cards, as well a grand prize of \$2,500 in Smart & Final gift cards, which will be awarded to the photo receiving the most votes. Complete contest rules can be found at: <http://woobox.com/offers/rules/vdutbm>.

Smart & Final and Smart & Final Extra! stores serve families, businesses and many neighborhood organizations with an expansive assortment of practical products, including both food and non-food products. The newer Smart & Final Extra! format provides an additional 6,000 club size items; more high-quality perishables; expanded frozen, deli and meat sections; and organic and natural foods.

About Smart & Final

Smart & Final Stores, Inc. (NYSE: SFS), is a value-oriented food and everyday staples retailer, headquartered in Commerce (near Los Angeles), California. The Company offers quality products in a variety of sizes, saving household, nonprofit and business customers time and money. As of March 26, 2017, the Company operated 308 grocery and foodservice stores under the "Smart & Final," "Smart & Final Extra!" and "Cash & Carry Smart Foodservice" banners in California, Oregon, Washington, Arizona, Nevada, Idaho and Utah, with an additional 15 stores in Northwestern Mexico operated through a joint venture. In business for over 145 years, the Company remains committed to giving back to local communities through employee volunteer opportunities and Company donations to local nonprofits.

Smart & Final.

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