



In collaboration with the Sobeys Marketing team, Stingray has created 5 new in-store music stations with different genres and unique personalities so that you can provide your customers with the right sound for a complete and gratifying shopping experience. All channels except Sobeys Main feature a mix of 60% of the Sobeys Main playlist and 40% of the specialized genre.

- The **Sobeys Main** station features accessible and uplifting adult contemporary and pop-rock hits to appeal to customers of all ages. Content contains commercially appropriate lyrics and a mid-to-high energy level in order to create an engaging, family-friendly in-store experience and a uniquely Sobeys sound.
Sample artists: Jonas Brothers, Céline Dion, Kita Alexander
- The **Sobeys Top 40** station blends the main Sobeys programming with top 40s pop and alternative rock hits from today's hottest artists, ideal for a younger, more urban demographic.
Sample artists: Justin Bieber, Rita Ora, Tame Impala
- The **Sobeys Country** station blends the main Sobeys programming with today's hottest country chart hits, ideal for more rural customers across all age groups.
Sample artists: Dan + Shay, Miranda Lambert, Sam Hunt, Luke Bryan
- The **Sobeys Classics** station blends the main Sobeys programming with pop and soft rock hits from the 70s and 80s to reach a more seasoned, suburban demographic.
Sample artists: Fleetwood Mac, Stevie Wonder, Bob Seger & The Silver Bullet Band
- The **Sobeys Maritimes** station blends the main Sobeys programming with traditional and contemporary East Coast music that speaks primarily to customers in Atlantic Canada.
Sample artists: Great Big Sea, Leanne Hoffman, The East Pointers

Should you have any questions or comments about your in-store music, please reach out to marketing.signage@sobeys.com

Thanks for listening!