



It's Safeway's 100th Birthday AND YOU'RE INVITED TO THE PARTY!

This year marks Safeway's 100th anniversary of serving Northern California communities! Since 1926, we've been helping generations of families gather around the table to share in the joy of food.



To celebrate, please enjoy this **"HAPPY 100TH BIRTHDAY"** box of Safeway exclusive brand products.

A CENTURY OF FIRSTS

From its earliest days, Safeway helped shape the grocery experience we know today:

- 1926** - Safeway begins serving Northern California communities
- 1929** - Launch of Lucerne, one of the industry's first private-label brands
- 1940** - Early parking lots and modern checkstands bring new convenience to shoppers
- 1954** - Safeway's longest-running store at the same location opens at 2020 Market St., San Francisco
- 1971** - Nutrition labeling introduced (ahead of federal requirements)
- TODAY** - 260 stores strong in NorCal plus innovative home delivery, online ordering & pickup

A WEEK OF FUN! (JUNE 24-30)

- **"SAFEWAY CENTENNIAL SHUFFLE"** - a daily, in-store game where shoppers can win prizes ranging from grocery credits to giveaways, including two new SUVs!
- Customer appreciation moments, tastings, discounts, and surprises across stores
- **\$100,000** in total donations to four of NorCal's oldest food relief organizations

LET'S TELL THIS STORY TOGETHER

If you're interested in covering Safeway's 100th anniversary:

- A press release has been emailed with additional details, plus downloadable images, video and assets
- Interviews with Safeway leaders are available upon request

**FOR 100 YEARS, SAFEWAY HAS BEEN MORE THAN A GROCERY STORE –
it's been your neighbor.**

*Thanks for celebrating with us –
we hope you enjoy every bite!*

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