



Safeway Celebrates Opening of New Store in South San Francisco

Ribbon-Cutting Ceremony for Media and VIP Guests, Wednesday, June 24 at 12:30pm

Doors open to the public at 1:00pm



Tuesday, June 23, 2026 – Don't miss the Grand Opening of Safeway's beautiful new 61,000 square foot state-of-the-art store featuring a modern shopping experience including a full-service pharmacy and underground parking.

WHAT: Safeway Grand Opening Ribbon-Cutting Ceremony

WHEN: June 24, Wednesday

Schedule:

- 11:30am – 12:00pm: Media Store Tour
- 12:30pm – 1:00pm: Ribbon-Cutting Ceremony for Media and VIP Guests
- 1:00pm: Doors open to the public

WHERE: 190 El Camino Real, South San Francisco

WHY: Media is invited to join Safeway leadership, staff and VIP guests for a ribbon-cutting celebration beginning at 12:30pm sharp. A performance by the South City and El Camino High School bands and cheer squads will kick off the festivities. A nonprofit serving the

South San Francisco community will be awarded a \$10,000 grant from the Safeway Foundation.

Don't miss the media-and VIP guests-only store tour from 11:30am-12:00pm, followed by the 12:30pm ribbon-cutting and remarks from local officials. After 1:00pm, the public is invited to shop, join the festivities and experience the new store's offerings firsthand. Safeway will host special promotions throughout opening week, including product tastings, giveaways and more.

Store Highlights:

- Full-service pharmacy able to manage your prescriptions, safely administer immunizations, or provide specialty care.
- A deli department featuring an array of freshly prepared meals including Chinese food, a World of Cheese section, Signature sandwiches and ready-to-serve options.
- A full-service butcher block with fresh cut meat – including Halal options – and fresh seafood daily.
- A signature bakery featuring fresh pastries, made from scratch breads, cookies and cakes for special occasions, including specialty Hispanic and Asian items such as Tres Leche Cake.
- As the state's largest buyer of locally grown produce, Safeway provides over 100 varieties of top-line organics, including specialty fruits, vegetables and fresh cut fruit prepared in-store daily.
- A full-service sushi counter
- A collection of fresh flowers, blooming plants, and home decor items, with in-store floral designers available for arrangements for all occasions.
- An exclusive line of Own Brands products, offering high-quality food and non-food choices: Lucerne®, O Organics®, Open Nature®, Signature Select®, and others.
- Electric Vehicle (EV) charging stations available onsite.
- For added convenience, we offer expanded Drive Up and Go service where you can shop online and we'll bring the groceries to your car!

The store will employ 180 associates in the South San Francisco area and will be open from 5 a.m. to 2 a.m., with Steven Hsieh serving as the Store Director. As Safeway marks its 100th year serving Northern California communities, come experience our newest store!

Key Safeway partners in the development of the new store include Affinius Capital, SteelWave, CSHQA and Lusardi Construction.

PRESS ASSETS: To request an interview with a Safeway executive, please email public.affairs@safeway.com. [Click here](#) for Hi-res images and b-roll.





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