

Safeway Inc in Retailing (USA)

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Date: April 2013

Pages: 6

Price: US\$ 150.00 (Single User License)

ID: SE477106F75EN

Abstracts

Safeway continues to push forward with its large-scale efforts to renovate existing stores into its “Lifestyle” formats. This format offers an upscale environment for shoppers, with premium products, such as numerous varieties of wines, artisanal breads and cheeses, higher-quality ready-to-eat meals, and more organic and natural foods. Particular emphasis is placed on higher-quality perishable products, including produce, meats, seafood and flowers. In 2011, Safeway opened 25 new Lifestyle...

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