Safeway Encourages Shoppers to Flex Their Food Knowledge

FoodFlex offers customized nutrition information on Safeway purchases and empowers consumers to identify food alternatives for better health.

Safeway is helping its consumers and employees become better educated on the types of food they buy as part of our focus to improve health and healthcare in this country. FoodFlex was developed by Safeway, an online digital nutrition tool available exclusively to Safeway Club Card members. FoodFlex allows a household to quickly and easily view their grocery purchases, benchmark their nutritional performance against USDA guidelines, identify food alternatives and create a personalized shopping list to achieve their nutritional goals. For those concerned with specific health conditions, FoodFlex can be customized to provide appropriate nutrition information and food alternatives. Safeway is the first company to offer its consumers and employees a valuable resource such as FoodFlex. The program was initially launched in test markets in 2007. Since that time, Safeway has updated tools and menus for easier navigation, added personalized tips designed to help customers choose the right foods for each household and a new “Healthy Pick” feature that shows “before and after” effects of a customer’s food alternative choices. FoodFlex is now available nationally.

“We are always looking for new and innovative ways to empower our consumers and enhance their shopping experiences,” said Mike Minasi, president, Marketing for Safeway. “In this day and age where consumers are becoming more concerned about their nutritional needs, FoodFlex is a unique resource that is easy to use and offers personalized information about food, nutrition and alternative grocery options.”

About FoodFlex

FoodFlex is a free online tool available exclusively to Safeway Club Card members on an opt-in basis. Its main features include:

• Purchase History – FoodFlex tracks purchase history from in-store and online purchases and provides nutrition content for each food item.

• Personalized Nutrition Snapshots

The Personalized Nutrition Snapshots can track up to 6 months of shopping trips. Users can view their snapshots at any time or choose to have them sent via e-mail on a monthly basis. FoodFlex captures nutrition content, including USDA recommendations, including nutrients not typically included on food labels. FoodFlex reports can be customized based on the nutrients most important to the user. The Personalized Nutrition Snapshot includes information for more than 20 nutrients, including nutrients listed on the food package nutrition label.

• Customized Food Alternatives

FoodFlex can also serve as a search tool to assist consumers in identifying alternate products based on their desired nutrition goals. Food alternatives are determined based on nutrients of concern, as defined by the user. For those concerned with specific health conditions, FoodFlex can be customized to provide relevant food alternatives.

Safeway consulted with globally-recognized nutrition science and policy experts from Tufts University, Friedman School of Nutrition to incorporate USDA guidelines and structure for determining the nutritional snapshot.

“It’s clear Safeway is dedicated to offering its consumers solid resources that provide solutions to everyday dietary needs,” said Eileen Kennedy, Dean, Friedman School of Nutrition, Tufts University. “Educating consumers about nutrition and food health will continue to be an important element in society and Safeway is poised to be a strong leader in this movement.”

Better nutrition is just a click away - with FoodFlex. We encourage all our employees and customers to take advantage of this valuable tool by visiting the website at: www.safeway.com/foodflex