

**PRICE  
PROTECTED**

We guarantee if you find a  
Price Protected product cheaper,  
we'll give you an extra one free\*.

**YOUR GUARANTEE OF THE BEST PRICES.**

**SAFeway**

*Lightening the load*

# wayahead

Safeway plc Annual Report and Accounts 1999

**easier for everyone**  
delivering our promise

**when, where, how?**

how do we get products into stores?

**as easy as ABC**

outstanding value for customers

**toning up**

further improving our product ranges

**SAFeway** plc