



**The hard
part is choosing
my reward.**



SAFEWAY
Lightening the load

wayahead

Safeway plc Annual Report and Accounts 1999

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Design and production

Addison

Photography

Food photography, Diana Miller
Location photography,
Damian Gillie
Board photography,
John Wildgoose
Product photography,
White Backgrounds

Typesetting

Front section: Addison
Accounts section: Park
Communications Limited

Printing

The White Dove Press

This document has been printed on Galerie Gloss which has the Nordic Swan Label accreditation for low emissions during production. The bleaching materials are Element Chlorine Free (ECF).

Our Customer Promise

Our Goal



Ready made ideas – crispy duck



Outstanding family value

Welcome

An introduction to our new style Annual Report from our Chairman, David Webster.

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Making shopping easier

Colin Smith, our Chief Executive, reviews our key achievements over the past year.

4

Category management – toning up

Eating in How we are further improving our product ranges.

Quality control The measures we take to ensure that Safeway continues to maintain its quality standards.

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Value – it's as easy as ABC

Outstanding value From Price

Protected to ABC, we've been making it even more rewarding for shoppers to spend more in our stores.

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Stores – easier for everyone

Partnerships An update on our convenience store partnership with BP and our financial services link-up with Abbey National.

Easi-Order Safeway does it again.

We're using world-leading technology to take the hassle out of shopping.

New stores Take a look at the new stores we've got opening this year.

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Availability – when, where, how?

Chain of events How we ensure that the right product is on the right shelf at the right time. From our Fill that Gap! initiative to our internet-based supplier information system, we've got it covered. Also, addressing the issues surrounding the reduction in the market value of livestock.

Logistics Why it is vital that we take the most efficient route when getting our goods from a to b – and with active consideration for environmental issues.

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Board of Directors

A few of our favourite things Our directors spill the beans on their favourite Safeway products.

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Financial Review

Getting to the bottom line

Simon Laffin, Finance Director, guides you through our financial review, explaining key points along the way.

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The Accounts

Take a look at our financial health.

Our figures, tables and notes give you the big picture. The comprehensive accounting notes provide the details, while the extra facts give you some added insight.

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Stores list

Where to find us From Abbeydale to Strabane, Aberdeen to Wood Green, this is a definitive list of where you can find your nearest Safeway store.

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