# Available Tags

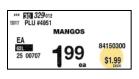
# Tag Hierarchy

Regular Retail

Ad Hoc

New Item

New Low Price









Thematic



Club Copient



Club Card



AT Copient



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**APPENDIX** 

#### EC01



**CLUB DEFAULT** 

# | | EC05



CLUB W/ LINK DESCRIPTION

## EC02



BUY X GET 1 FREE W/ LINK DESCRIPTION

## EC35



REDUCED FOR QUICK SALE

## EC19



**OVERSTOCK CLEARANCE** 

## EC90



PERCENT OFF

# **ECAB**



MIX & MATCH W/ LINK DESCRIPTION

#### EC26



CLUB MILK TAG- SAME ITEM ONLY

# EC30



**CLUB MILK TAG** 

# ATM2



BUY 2 GET 1 FREE EUAL OR LESSER VALUE MIX AND MATCH

# ATM1



BUY 2 GET 2 FREE EUAL OR LESSER VALUE MIX AND MATCH

# ATM3



BUY 2 GET 3 FREE EUAL OR LESSER VALUE MIX AND MATCH

# $Price\ Point(s) - Non\ Club\ AdHoc$

*AH99* 



**AH23** 



LOW PRICE

COMPARE TO NATIONAL BRAND AND SAVE

# Price Point(s) – Non Club STS/LTS only

**ST01** 

DD 338 601
1008 2750071310
ARCHWAY COOKIES OATMEAL
9.25 0Z
7L
V#001463
349
a 37.8c
MR COOKE
MR COOKE

37.8c
MR COOKE

Thru Sun. Apr. 14
32.4c

STS DEFAULT

ST90



PERCENT OFF SAVINGS

STA3



EXTRA SAVINGS THIS ITEM ONLY WHILE SUPPLIES LAST

STXX



NO BARCODE

**ST03** 



SALE PRICE

ST04



REDUCED FOR QUICK SALE

ST58



AS ADVERTISED

26320091

24.5¢

ECB7

**RIS 301** 012 1530043023

RICE A RONI CHICKEN

**Great Value** 

ECB<sub>5</sub>



BREAST CANCER
AWARNESS PROMOTIONCLUB TAG

TAG ID VARIES EACH YEAR



MARCH FROZEN FOOD MONTH PROMOTION-CLUB TAG ATB5



BREAST CANCER
AWARNESS PROMOTION –
REGULAR RETAIL TAG

TAG ID VARIES EACH YEAR



MARCH FROZEN FOOD MONTH PROMOTION – REGULAR RETAIL TAG ID VARIES EACH YEAR



BACK TO SCHOOL PROMOTION- CLUB TAG

ID VARIES EACH YEAR



JUNE DAIRY MONTH
PROMOTION- CLUB TAG

ID VARIES EACH YEAR



Thru May 28

25 30110

BACK TO SCHOOL PROMOTION- REGULAR RETAIL TAG

ID VARIES EACH YEAR



GREAT VALUE TAG- CLUB AND REGULAR RETAIL

*EC72* 



JUNE DAIRY MONTH PROMOTION- REGULAR RETAIL TAG

30% OFF WINE TAG

# Special Behavior – "Buy 2 or more"

# **ECMP**



MUST BUY 2 AT 2/\$1.00 EACH

## ECL2



BUY 2 SAVE \$2 AT \$X EACH W/ LINK DESCRIPTION

## ECH2



BUY 2 SAVE \$2 AT \$X EACH MIX & MATCH

# **ECMU**



BUY 2 SAVE \$4 AT \$X EACH MIX & MATCH

# Special Behavior – "Buy 3 or more"

## ECL3



BUY 3 SAVE \$3 AT \$X EACH W/LINK DESCRIPTION

# ECH3



BUY 3 SAVE \$3 AT \$X EACH MIX & MATCH

## **ECMB**



BUY 3 SAVE \$2 OR MORE MIX & MATCH

# **ECMC**



BUY 3 SAVE \$5 MORE MIX & MATCH

## ECM4



BUY 3 SAVE \$6 MORE AT \$X EACH MIX & MATCH

# Special Behavior – "Buy 4 or more"

# ECL4



BUY 4 SAVE \$4 AT \$X EACH W/ LINK DESCRIPTION



BUY 4 SAVE \$4 AT \$X EACH MIX & MATCH

# Special Behavior – "Buy 5 or more"

## ECL5



BUY 5 SAVE \$5 AT \$X EACH W/ LINK DESCRIPTION

# ECH5



BUY 5 SAVE \$5 AT \$X EACH MIX & MATCH

# ECP5



**BUY 5 GET 1 FREE** 

# ECP9



**BUY 5 GET 5 FREE** 

# Special Behavior – "Buy 6 or more"

# ECL6



BUY 6 SAVE \$6 AT \$X EACH W/ LINK DESCRIPTION



BUY 6 SAVE \$6 AT \$X EACH MIX & MATCH

# Special Behavior – "Buy 7 or more"

# ECL7



BUY 7 SAVE \$7 AT \$X EACH W/ LINK DESCRIPTION



BUY 7 SAVE \$7 AT \$X EACH MIX & MATCH

# Special Behavior – "Buy 8 or more"

# ECL8



BUY 8 SAVE \$8 AT \$X EACH W/ LINK DESCRIPTION



BUY 8 SAVE \$8 AT \$X EACH MIX & MATCH

# ECL9

# 

BUY 10 SAVE \$10 AT \$X EACH W/ LINK DESCRIPTION



BUY 10 SAVE \$10 AT \$X EACH MIX & MATCH

#### **ECGX**



BUY 2 CLASSICO SAUCES (15-24OZ) GET 2 FREE BARILLA PASTAS (12-16 OZ)

#### **ECGD**



BUY HIDDEN VALLEY RANCH SALAD DRESSING (16OZ OR LARGER) GET A FREE BAG OF FRESH EXPRESS SALAD (9-12 oz)

#### ECF4



BUY 2 RAGU SAUCES (16-26 OZ) GET 1 FREE SAFEWAY PASTA (12-16 OZ)

## **ECGI**



BUY ANY 4 ROSARITA BEANS 16 OZ, GET A FREE 10 CT MISSION FLOUR SOFT TACO (\$1.29 VALUE)

#### ECF6



BUY HIDDEN VALLEY RANCH SALAD DRESSING (16 OZ OR LARGER) GET 1 SAFEWAY PASTA (12-16 OZ) FREE

#### EC89



SIX PACK CARRIER PRICE SAVE 10% MORE WHEN YOU BUY 6

#### ECF7



BUY WISHBONE SALAD DRESSING (16 OZ) GET 1 SAFEWAY PASTA (12-16 OZ) FREE

#### EC91



CASE OF FOUR SIX PACKS BUY 4/6 PK AND SAVE 10% MORE

## ECF8



BUY KRAFT SALAD DRESSING (16 OZ) GET 1 SAFEWAY PASTA (12-16 OZ) FREE

#### EC70



SIX PACK CARRIER PRICE SAVE 20% MORE WHEN YOU BUY 6 BOTTLES

#### **ECGM**



BUY 5 PARTICIPATING ITEMS EARN 500 BONUS POINTS TOWARDS LABELS FOR EDUCATION

# ECP7



BUY A HUGGIES BAG DIAPER GET A HUGGIES TUB BABY WIPES FREE

# **ECG**J



BUY 3 SELECTED KELLOGG'S CEREAL GET 2 FREE 64 OZ SAFEWAY APPLE JUICE

# ECP8



BUY A PAMPERS BAG DIAPER GET A PAMPERS TUB BABY WIPES FREE

#### **ECGE**



PARTICIPATING KELLOGG'S REBATE ITEM

# ECX6



PAPMERS SUPER PACK (58-112ct)

#### ECF9



BUY A DELI WHOLE ROASTED CHICKEN GET 1 RICE-A-RONI (3.8 – 7.2 OZ) FREE

# ECX7



BUY THIS ITEM GET 5 BABY POUCHES FREE

#### ECP6



BUY 10 GET A
SMARTWATER 6-1.0 LTR
FREE

## ECM8



HELP BEAT MUSCULAR
DYSTROPHY BY
PURCHASING THIS ITEM

#### **ECWO**



BUY 2 PEPSI 12 PKS GET 1 PEPSI 12 PK FREE PLUS A BAG OF RUFFLES CHIPS FREE MUSY BUY 3

#### ECYD



BUY 2 COKE 12 PKS GET 2 COKE 12 PKS FREE PLUS 1 CHIPS AHOY FREE SELECT VARIETIES – MUST BUY 4

#### **ECWI**



BUY 2 PEPSI 12 PKS GET 2 PEPSI 12 PKS FREE PLUS A BAG OF RUFFLES CHIPS FREE MUSY BUY 4

## **ECWZ**



BUY 2 TOSTITOS GET TOSTITOS SALSA FREE

#### **ECWL**



BUY 2 PEPSI 12 PKS GET 3 PEPSI 12 PK FREE PLUS A BAG OF RUFFLES CHIPS FREE MUSY BUY 5

# **ECWN**



BUY 2 PEPSI 12 PKS GET 1 PEPSI 12 PKS FREE PLUS A BAG OF DORITOS CHIPS FREE SELECT VARIETIES – MUST BUY 3

#### **ECYO**



BUY 2 COKE 12 PKS GET 2 COKE 12 PKS FREE PLUS GET 2 SNACK ARTIST CHIPS FREE SELECT VARIETIES – MUST BUY 4

#### **ECWH**



BUY 2 PEPSI 12 PKS GET 2 PEPSI 12 PKS FREE PLUS A BAG OF DORITOS CHIPS FREE SELECT VARITIES – MUST BUY 4

#### **ECYP**



BUY 2 COKE 12 PKS GET 2 COKE 12 PKS FREE PLUS GET 1 SNACK ARTIST CHIPS FREE SELECT VARIETIES – MUST BUY 4

#### **ECWK**



BUY 2 PEPSI 12 PKS GET 3 PEPSI 12 PKS FREE PLUS A BAG OF DORITOS CHIPS FREE SELECT VARIEITES – MUST BUY 5

#### **ECWS**



**BUY 2 COKE 12 PKS GET 2 COKE 12 PKS FREE PLUS 2** RITZ CRACKERS FREE SELECT **VARIETIES - MUST BUY 4** 

# **ECWM**



**BUY 2 PEPSI 12 PKS GET 3 PEPSI** 12 PKS FREE PLUS A BAG OF LAYS CHIPS FREE SELECT **VARIETIES - MUST BUY 5** 

# **ECWW**



**BUY 4 OR MORE COKE 12** PKS AT \$2.79 EACH GET 2 RITZ CRACKERS FREE SELECT **VARIETIES - MUST BUY 4** 

# ECWQ



**BUY 2 COKE 12 PKS GET 2 COKE** 12 PKS FREE PLUS 2 NABISCO SNACK CRACKERS FREE SELECT **VARIETIES - MUST BUY 4** 

#### **ECWT**



**BUY 2 COKE 12 PKS GET 2 COKE PKS FREE PLUS 2 CHIPS AHOY FREE SELECT VARIETIES – MUST BUY 4** 

## **ECWU**



**BUY 4 OR MORE COKE 12 PKS** AT \$2.79 EACH GET 2 NABISCO SNACK CRACKERS FREE SELECT **VARIETIES - MUST BUY 4** 

#### **ECWP**



**BUY 2 PEPSI 12 PKS GET 1 PEPSI** 12 PKS FREE PLUS A BAG OF LAYS CHIPS FREE SELECT **VARIETIES - MUST BUY 3** 

#### **ECWR**



**BUY 2 COKE 12 PKS GET 2 COKE** 12 PKS FREE PLUS 2 CHEEZITS FREE SELECT VARIETIES - MUST BUY 4

# **ECWI**



**BUY 2 PEPSI 12 PKS GET 2 PEPSI** 12 PKS FREE PLUS A BAG OF LAYS CHIPS FREE SELECT **VARIETIES - MUST BUY 4** 

# **ECWV**



**BUY 4 OR MORE COKE 12 PKS** AT \$2.79 EACH GET 2 CHEEZITS FREE SELECT VARIETIES - MUST BUY 4

3.1c

#### **ECWX**



BUY 4 OR MORE COKE 12 PKS AT \$2.79 EACH GET 2 CHIPS AHOY FREE SELECT VARIETIES – MUST BUY 4

## ECX4



BUY 1 HELLMAN'S MAYONNAISE 16.5 OZ GET A BUMBLE BEE POUCH TUNA 2.6 OZ FREE

#### **ECYA**



BUY 2 COKE 12 PKS GET 2 COKE 12 PKS FREE PLUS GET 1 OREO FREE SELECT VARIETIES – MUST BUY 4

## **ECXB**



BUY ANY 10 PARTICIPATING ITEMS GET 5 MORE PARTICIPATING ITEMS FREE MIX & MATCH MUST BUY 15

#### **ECYI**



BUY 2 FRESH EXPRESS SALAD BLENDS GET A 10.5OZ NATURE SWEET CHERUB TOMATO FREE

# **ECWY**



BUY ANY 10 PARTICIPATING ITEMS GET 2 MORE PARTICIPATING ITEMS FREE MIX & MATCH MUST BUY 12

# **ECYQ**



BUY 2 COKE 12 PKS GET 2 COKE 12 PKS FREE PLUS GET 1 BOX OF SNACK CRACKERS FREE SELECT VARIETIES – MUST BUY 4

# **ECYR**



GET A \$5 SAFEWAY GIFT CARD WHEN YOU BUY ANY 2 PARTICIPATING ITEMS MIX & MATCH W/ LINK DESCRIPTION

#### ECX5



BUY 1 BEST FOOD'S MAYONNAISE 16.5 OZ GET A BULMBLE BEE POUCH TUNA 2.6 OZ FREE

#### **ECZZ**



BUY 2 SAFEWAY SELECT SIMMER SAUCES GET 1 SAFWAY PASTA 12-16oz FREE

## **ECGO**



BUY 3 PARTICIPATING
JUICES GET 2
PARTICIPATING SNACKS
FREE

#### **ECKK**



20% OFF ALL CRAFT BEER

## ECG1



GET 1 \$10 GIFT CARD VOUCHER WHEN YOU SPEND \$25 ON PARTICIPATING ITEMS LIMIT 1 PER TRANSACTION

## **ECNK**



SPEND \$10 ON
PARTICIPATING YOGURT
ITEMS SAVE \$2

#### **ECYV**



BUY 2 BETTY CROCKER FROSTINGS (12-16OZ) GET BETTY CROCKER SUPREME CAKE MIX FREE

# **ECMX**



PARTICIPATING ITEM FREE CASE OFFER

#### ECW2



BUY 2 COKE 12PKS GET 2 COKE 12PKS FREE PLUS A BAG OF KETTLE CHIPS FREE SELECT VARIETIES-MUST BUY 4

#### CVVZ



**ECZO** 

SPEND \$40 ON PARTICIPATING ITEMS SAVE \$10.00

## **ECNW**



BUY 5+ PARTICIPATING ITEMS, GET 5X GAS REWARDS POINTS, WITH CARD

#### **ECHE**



BUY 5+ PARTICIPATING ITEMS, GET 10X GAS REWARDS POINTS, WITH CARD

#### **ECHF**



BUY 1 NABISCO TRAY PACK GET 1 FREE PLUS A REFRESHE CASE WATER FREE

## **ECHA**



PURCHASE \$15 IN GARNIER
PRODUCTS AND SAVE \$5
INSTANTLY

## **ECHG**



BUY 1 NABISCO TRAY PACK GET 1 FREE PLUS A REFRESHE 12PK FREE

## **ECHB**



BUY AND 2 ULIMATE
HELPERS GET \$2 OFF FRESH
GROUND BEEF OR CHICKEN

## **ECHH**



BUY 1 LARGE SNACK CRACKER GET 1 FREE PLUS A REFRESHE CASE WATER FREE

# **ECHC**



BUY 1 ENFAMIL POWDER 22.2-25.70Z GET 1 ENFAMIL 6PK BOTTLES FREE

#### **ECHI**



BUY 1 LARGE SNACK CRACKER GET 1 FREE PLUS A REFRESHE 12PK FREE

# **ECH**J



BUY 1 RITZ CRACKER GET 1 FREE PLUS A REFRESHE CASE WATER FREE

# **ECZP**



BUY 1 OREO GET 1 OREO FREE PLUS GET A REFRESHE 12PK FREE

**APPENDIX** 

EC57



**BEST SELLER** 

C57 | |



EC41

LOCALLY GROWN

ECF1



**NOW IN HALF GALLON** 

ECWA



SAUCE OF THE MONTH

# **ECWC**



SAUCE OF THE MONTH PAIRS WELL WITH CABERNET SAUVIGNON

#### **ECWD**



SAUCE OF THE MONTH
PAIRS WELL WITH MERLOT

## **ECWE**



SAUCE OF THE MONTH PAIRS WELL WITH CHIANTI

#### **ECWF**



SAUCE OF THE MONTH PAIRS WELL WITH SAUVIGNON BLANC

# **ECWG**



SAUCE OF THE MONTH PAIRS WELL WITH PINOT NOIR

## **ECWB**



SAUCE OF THE MONTH PAIRS WELL WITH CHARDONNAY

## **ECAT**



FRESH IDEAS COUPON

# IT | ECA7



SPECIAL MARKET BUY

# EC58



**AS ADVERTISED** 

## ECN1



**NEW ITEM CLUB** 

#### APPLIED BY HOST



NEW ITEM- REGULAR RETAIL

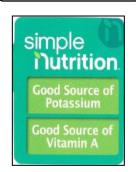
# **ECBO**



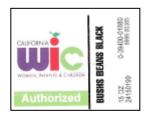
**AHBO** 



Printed off Site



Printed off Site



ORGANIC- CLUB ORGANIC- REGULAR RETAIL

SIMPLE NUTRITION

WIC

# EC20



**GLUTEN FREE-CLUB** 

# *AH20*



GLUTEN FREE- REGULAR RETAIL

# ECB3



LOCAL- CLUB

# AHB3



**LOCAL- REGULAR RETAIL** 

#### **VARRIES**



**GAS REWARDS CLUB** 

# **VARRIES**



GAS REWARDS – REGULAR RETAIL

Loyalty

JULAE

Just for U go to Safeway.com
Limit 4 per Household
Thru Tue. Jul. 31
KLLGG EGGG FRENCH TOASTER STICKS CIMN 45010137 3800005198 0 12.7 OZ

JUSAE



JULDM



JUSDM



JUST FOR U DIGITAL COUPON- 12UP

JUST FOR U DIGITAL COUPON-20UP

**DEAL MATCH -20UP** 

**DEAL MATCH 30-UP** 

<u>AH20</u>	GLUTEN FREE- REGULAR RETAIL
<u>AH23</u>	COMPARE TO NATIONAL BRAND AND SAVE
<u>AH99</u>	LOW PRICE
AHB6	LOCAL- REGULAR RETAIL
AHBO	ORGANIC REGULAR RETAIL
ATB5	BREAST CANCER AWARENESS PROMOTION REGULAR RETAIL TAG
ATB8	4X GAS REWARDS- REGULAR RETAIL
ATB9	10X GAS REWARDS- REGULAR RETAIL
ATM1	BUY 2 GET 1 FREE EQUAL OR LESSER VALUE MIX & MATCH
ATM2	BUY 2 GET 2 FREE EQUAL OR LESSER VALUE MIX & MATCH
ATM3	BUY 2 GET 3 FREE EQUAL OR LESSER VALUE MIX & MATCH
EC01	<u>CLUB DEFAULT</u>
EC02	BUY X GET 1 FREE W/ LINK DESCRIPTION
EC05	CLUB W/LINK DESCRIPTION
EC19	OVERSTOCK CLEARANCE
EC20	GLUTEN FREE-CLUB
EC26	CLUB MILK OFFER SAME ITEM ONLY
EC30	CLUB MIKL OFFER
EC35	REDUCED FOR QUICK SALE
EC41	LOCALLY GROWN
EC57	BESET SELLER
EC58	AS ADVERTISED
EC70	SIX PACK CARRIER PRICE SAVE 20% MORE WHEN YOU BUY 6 BOTTLES
EC72	30% OFF WINE TAG
EC89	SIX PACK CARRIER PRICE SAVE 10% MORE WHEN YOU BUY 6
EC90	PERCENT OFF
EC91	CASE OF 4 SIX PACKS BUY 4/6PK AND SAVE 10% MORE
ECA7	SPECAIL MARKET BUY
ECAB	MIX & MATCH W/ LINK DESCRIPTION
ECB3	LOCAL-CLUB
ECB5	BREAST CANCER AWARENESS PROMOTION CLUB TAG
ECB8	4X GAS REWARDS-CLUB
ECB9	10X GAS REWARDS-CLUB
ECB7	GREAT VALUE TAG
ECBO	ORGANIC CLUB
ECF1	SAUCE OF THE MONTH
ECF4	BUY 2 RAGU SAUCES (16-26oz) GET 1 FREE SAFEWAY PASTA (12-16oz)
ECF6	BUY HIDDEN VALLEY RANCH SALAD DRESSING (16oz OR LARGER) GET 1 SAFEWAY PASTA (12-16oz) FREE
ECF7	BUY WISHBONE SALAD DRESSING (16oz) GET 1 SAFEWAY PASTA (12-16oz) FREE

ECF8	BUY KRAFT SALAD DRESSING (16oz) GET 1 SAFEWAY PASTA (12-16oz) FREE
ECF9	BUY A DELI WHOE ROASTED CHICKEN GET 1 RICE-A-RONI (3.8-7.2oz) FREE
ECG1	GET 1 \$10 GIFT CARD VOUCHER WHEN YOU SPEND \$25 ON PARTICIPATING ITEMS LIMIT 1 PER TRANSACTION
ECGD	BUY HIDDEN VALLEY RANCH SALAD DRESSING (16oz OR LARGER) & GET A FREE BAG OF FRESH EXPRESS SALAD (9-12oz)
ECGE	BUY ANY SPECIAL K PRODUCT AND RECEIVE A SPECAIL K CRACKER OR GRANOLA BAR FREE
ECGI	BUY ANY 4 ROSARITA BEANS 16oz, GET A FREE 10CT MISSION FLOUR SOFT TACO (\$1.29 VALUE)
ECGI	BUY 3 SELECTED KELLOG'S CEREAL GET 2 FREE 64oz SAFEWAY APPLE JUICE
ECGM	BUY 5 PARTICIPATING ITEMS EARN 500 BONUS POINTS TOWARDS LABELS FOR EDUCATION
ECGO	BUY 3 PARTICIPATING JUICES GET 2 PARTICIPATING SNACKS FREE
ECGX	BUY 2 CLASSICO SAUCES (15-24oz) GET 2 FREE BARILLA PASTAS (12-16oz)
ECH2	BUY 2 SAVE \$2 AT \$X EACH MIX & MATCH
ECH3	BUY 3 SAVE \$3 AT \$X EACH MIX & MATCH
ECH4	BUY 4 SAVE \$4 AT \$X EACH MIX & MATCH
ECH5	BUY 5 SAVE%5 AT \$X EACH MIX & MATCH
ECH6	BUY 6 SAVE \$6 AT \$X EACH MIX & MATACH
ECH7	BUY 7 SAVE \$7 AT \$X EACH MIX & MATCH
ECH8	BUY 8 SAVE \$8 AT \$X EACH MIX & MATCH
ECH9	BUY 9 SAVE \$9 AT \$XEACH MIX & MATCH
<u>ECHA</u>	PURCHASE \$15 IN GARNIER PRODUCTS AND SAVE \$5 INSTANTLY
<u>ECHB</u>	BUY AND 2 ULIMATE HELPERS GET \$2 OFF FRESH GROUND BEEF OR CHICKEN
<u>ECHC</u>	BUY 1 ENFAMIL POWDER 22.2-25.7OZ GET 1 ENFAMIL 6PK BOTTLES FREE
ECHE	BUY 5+ PARTICIPATING ITEMS, GET 10X GAS REWARDS POINTS, WITH CARD
ECHF	BUY 1 NABISCO SNACK TRAY GET 1 FREE PLUS A REFRESH CASE WATER FREE
ECHG	BUY 1 NABISCO SNACK TRAY GET 1 FREE PLUS A REFRESH 12PK FREE
ECHH	BUY 1 LARGE SNACK CRACKER GET 1 FREE PLUS A REFRESH CASE WATER FREE
ECHI	BUY 1 LARGE SNACK CRACKER GET 1 FREE PLUS A REFRESH 12PK FREE
ECHJ	BUY 1 RITZ CRACKER GET 1 FREE PLUS A REFRESH CASE WATER FREE
ECKK	20% OFF ALL CRAFT BEER
ECL2	BUY 2 SAVE \$2 AT \$X EACH W/ LINK DESCRIPTION
ECL3	BUY 3 SAVE \$3 AT \$X EACH W/ LINK DESCRIPTION
ECL4	BUY 4 SAVE \$4 AT \$X EACH W/ LINK DESCRIPTION
ECL5	BUY 5 SAVE \$5 AT \$X EACH W/ LINK DESCRIPTION
ECL6	BUY 6 SAVE \$6 AT \$X EACH W/ LINK DESCRIPTION
ECL7	BUY 7 SAVE \$7 AT \$X EACH W / LINK DESCRIPTION
ECL8	BUY 8 SAVE\$8 AT \$X EACH W/ LINK DESCRIPTION
ECL9	BUY 9 SAVE \$9 AT \$X EACH W/ LINK DESCRIPTION

ECM4	BUY 3 SAVE \$6 MORE AT \$X EACH MIX & MATCH
ECM8	HELP BEAT MUSCULAR DYSTROPHY BY PURCHASING THIS ITEM
ECMB	BUY 3 SAVE \$2 OR MORE MIX & MATCH
ECMC	BUY 3 SAVE \$5 MORE MIX & MATCH
ECMP	MUST BUY 2 AT 2/\$1.00
ECMU	BUY 2 SAVE \$4 AT \$X EACH MIX & MATCH
ECMX	PARTICIPATING ITEM FREE CASE OFFER
ECN1	NEW ITEM CLUB
ECNK	SPEND \$10 ON PARTICIPATING YOGURT ITEMS SAVE \$2
ECNW	BUY 5+ PARTICIPATING ITEMS, GET 5X GAS REWARDS POINTS, WITH CARD
ECP5	BUY 5 GET 1 FREE
ECP6	BUY 10 GET A SMARTWATER 6-1.0ltr FREE
ECP7	BUY A HUGGIES BAG DIAPER GET A HUGGIES TUB BABY WIPES FREE
ECP8	BUY A PAMPERS BAG DIAPER GET A PAMPERS TUB BABY WIPES FREE
ECP9	BUY 5 GET 5 FREE
ECW2	BUY 2 COKE 12PKS GET 2 COKE 12PKS FREE PLUSE A BAG OF KETTLE CHIPS FREE-SELECT VARIETIES-MUST BUY 4
ECWA	NOW IN HALF GALLON
ECWB	SUACE OF THE MONTH PAIRS WELL WITH CHARDONNAY
ECWC	SAUCE OF THE MONTH PAIRS WELL WITH CABERNET SAUVIGNON
ECWD	SAUCE OF THE MONTH PAIRS WELL WITH MERLOT
ECWE	SAUCE OF THE MONTH PAIRS WELL WITH CHIANTI
ECWF	SAUCE OF THE MONTH PAIRS WELL WITH SAUVIGNON BLANC
ECWG	SAUCE OF THE MONTH PAIRS WELL WITH PINOT NOIR
ECWH	BUY 2 PEPSI 12pks GET 2 PEPSI 12PKS FREE PLUS A BAG OF DORITOS CHIPS FREE- SELECT VARIETIES-MUST BUY 4
ECWI	BUY 2 PEPSI 12pks GET 2 PEPSI 12PKS FREE PLUS A BAG OF RUFFLES CHIPS FREE- SELECT VARIETIES-MUST BUY 4
<u>ECWJ</u>	BUY 2 PEPSI 12pks GET 2 PEPSI 12PKS FREE PLUS A BAG OF LAYS CHIPS FREE- SELECT VARIETIES-MUST BUY 4
ECWK	BUY 2 PEPSI 12pks GET 3 PEPSI 12PKS FREE PLUS A BAG OF DORITOS CHIPS FREE- SELECT VARIETIES-MUST BUY 5
ECWL	BUY 2 PEPSI 12pks GET 3 PEPSI 12PKS FREE PLUS A BAG OF RUFFLES CHIPS FREE- SELECT VARIETIES-MUST BUY 5
ECWM	BUY 2 PEPSI 12pks GET PEPSI 12PKS FREE PLUS A BAG OF LAYS CHIPS FREE- SELECT VARIETIES-MUST BUY 5
ECWN	BUY 2 PEPSI 12pks GET 1 PEPSI 12PKS FREE PLUS A BAG OF DORITOS CHIPS FREE- SELECT VARIETIES-MUST BUY 3
ECWO	BUY 2 PEPSI 12pks GET 1 PEPSI 12PKS FREE PLUS A BAG OF RUFFLES CHIPS FREE- SELECT VARIETIES-MUST BUY 3
ECWP	BUY 2 PEPSI 12pks GET 1 PEPSI 12PKS FREE PLUS A BAG OF LAYS CHIPS FREE- SELECT VARIETIES-MUST BUY 3
ECWQ	BUY 2 COKE 12PKS GET 2 COKE 12PKS FREE PLUS 2 NABISCO SNACK CRACKERS FREE -SELECT VARIETIES-MUSY BUY 4

ECWR	BUY 2 COKE 12PKS GET 2 COKE 12PKS FREE PLUS 2 CHEEZITS FREE -SELECT VARIETIES-MUSY BUY 4
ECWS	BUY 2 COKE 12PKS GET 2 COKE 12PKS FREE PLUS 2 RITZ CRACKERS FREE -SELECT VARIETIES-MUSY BUY 4
ECWT	BUY 2 COKE 12PKS GET 2 COKE 12PKS FREE PLUS 2 CHIPS AHOY FREE -SELECT VARIETIES-MUSY BUY 4
ECWU	BUY 4 OR MORE COKE 12PKS PAY \$2.79 ea PLUS GET 2 NABISCO SNACK CRACKERS FREE- SELECT VARIETIES-MUST BUY 4
ECWV	BUY 4 OR MORE COKE 12PKS PAY \$2.79 ea PLUS GET 2 CHEEZITS FREE- SELECT VARIETIES-MUST BUY 4
ECWW	BUY 4 OR MORE COKE 12PKS PAY \$2.79 ea PLUS GET 2 RITZ CRACKERS FREE- SELECT VARIETIES-MUST BUY 4
ECWX	BUY 4 OR MORE COKE 12PKS AT \$2.79 EACH GET 2 CHOPS AHOY FREE-SELECT VARIETIES-MUST BUY 4
ECWY	BUY ANY 10 PARTICIPATING ITEMS GET 5 MORE PARTICIPATING ITEMS FREE MIX & MATCH MUST BUY 15
ECWZ	BUY 2 TOSTITOS GET TOSTITOS SALSA FREE
ECX4	BUY ONE HELLMANN'S MAYONNAISE 16.5oz GET A BUMBLE BEE POUCH TUNA 2.6oz FREE
ECX5	BUY ONE BEST FOOD'S MAYONNAISE 16.5oz GET A BUMBLE BEE POUCH TUNA 2.6oz FREE
ECX6	BUY 1 SAVE \$5 ON PAMPERS SUPER PACK (58-115ct)
ECX7	BUY 1 GET 5 BABY POUCHES FREE
ECXB	BUY ANY 10 PARTICIPATING ITEMS GET 5 MORE PARTICIPATING ITEMS FREE MIX & MATCH MUST BUY 15
ECYA	BUY 2 COKE 12PKS GET 2 COKE PKS FREE PLUS GET 1 OREO FREE- SELECT VARIETIES-MUST BUY 4
ECYD	BUY 2 COKE 12PKS GET 2 COKE 12PKS FREE PLUS 1 CHIPS AHOY FREE -SELECT VARIETIES-MUSY BUY 4
ECYI	BUY 2 FRESH EXPRESS SALAD BLENDS, GET A 10.5oz NATURE SWEET CHUB TOMATO FREE
ECYO	BUY 2 COKE 12PKS GET 2 COKE 12PKS FREE PLUS GET 2 SNACK ARTIST CHIPS FREE -SELECT VARIETIES-MUSY BUY 4
ECYP	BUY 2 COKE 12PKS GET 2 COKE 12PKS FREE PLUS GET 1 SNACK ARTIST CHIPS FREE -SELECT VARIETIES-MUSY BUY 4
ECYQ	BUY 2 COKE 12PKS GET 2 COKE 12PKS FREE PLUS GET 1 BOX OF SNACK CRACKERS FREE-SELECT VARIETIES-MUST BUY 4
ECYR	GET A \$5 SAFEWAY GIFT CARD WHEN YOU BUY ANY 2 PARTICIPATING ITEMS MIX & MATCH W/ LINK DESCRIPTION
ECYV	BUY 2 BETTY CROCKER FROSTINGS (12-16oz) GET BETTY CROCKER SUPREME CAKE MIX FREE
ECZO	SPEND \$40 PARTICIPATING ITEMS SAVE \$10.00
ECZP	BUY 1 OREO GET 1 OREO FREE PLUS A FREE REFRESHE 12PK FREE
ECZZ	BUY 2 SAFEWAY SELECT SIMMER SAUCES GET 1 SAFEWAY PASTA 12-16oz FREE
ST01	STS DEFAULT
ST04	REDUCED FOR QUICK SALE
ST58	AS ADVERTISED
ST90	PERCENT OFF SAVINGS
STA3	EXTRA SAVINGS THIS ITEM ONLY WHILE SUPPLIES LAST
STXX	NO BARCODE

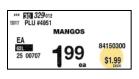
# Tag Hierarchy (Produce Specific)

Regular Retail

Ad Hoc

New Item

New Low Price









**Thematic** 

Club Copient

Club Card







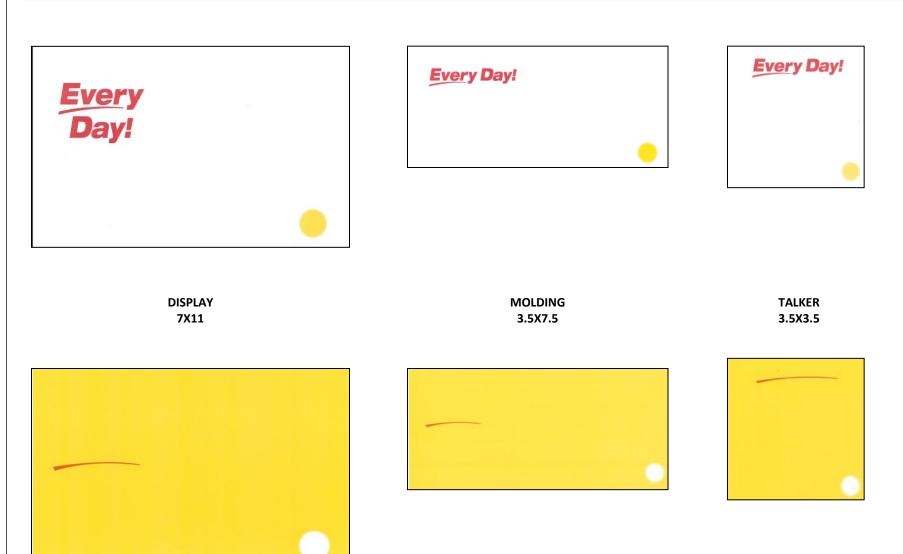




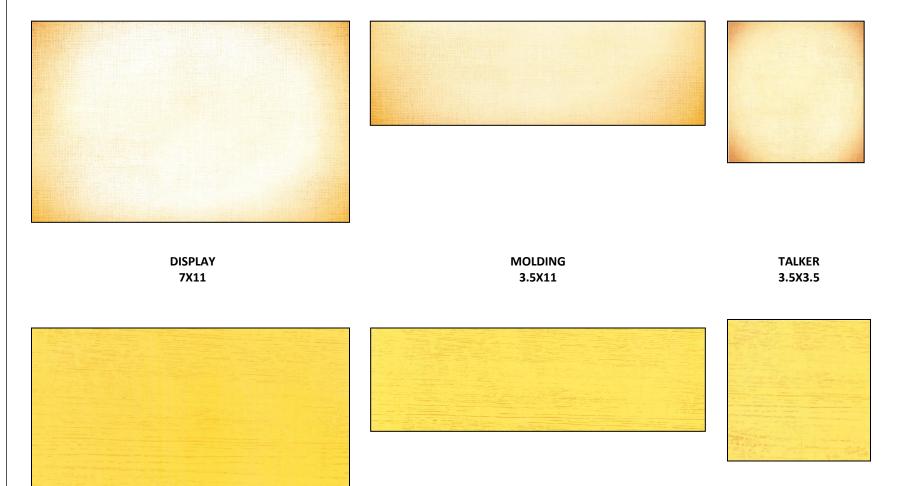
Sign Directory

# Sign Sizes and Layouts

# Regular Retail and Club Card signs

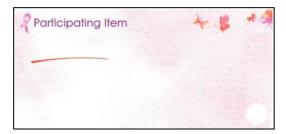


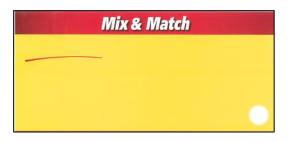
# Produce Regular Retail and Club Card signs



# Special Event Moldings







2012 Back to School 3.5x7.5

2012 Breast Cancer Awareness 3.5x7.5

Promise 3.0 Mix and Match 3.5x7.5

# 4up Perishable signs

Deli Fresh

Every
Day!

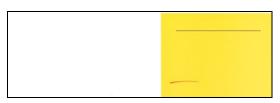
Deli 4up Reg Retail 2.5x7



Deli 4up Club 2.5x7

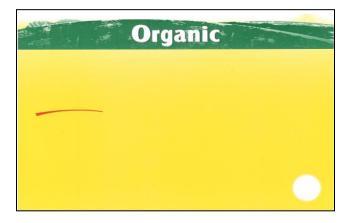
Every Day!

> 4up Reg Retail 2.5x7

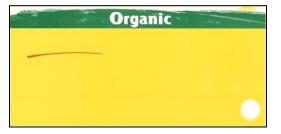


4up Club 2.5x7

# Organic



Organic Display 7x11



Organic Molding 3.5x7.5

# Just For U



Just For U Display 7x11