

THE Pricing Scoop



UPCOMING EVENTS

Buy 5 Save \$5

9/4 – 9/10

Tag ID: ECH5
SCH5



Consumer Brand New Item

9/4 – 9/24

Tag ID: ECN1
(no signs)



Great Value

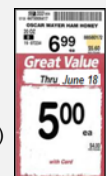
9/11 – 1/15

(Perishable items)

10/23 – 1/15

(Non Perishable items)

Tag ID: ECB6
SCB6



QUERY CORNER

Maintaining CRCs

Adding like items to a CRC helps the pricing process to run more efficiently. If a CRC is complete, there are less individual prices to manage and promotions are priced with fewer steps.

Use this query to find items that may need to be added to an existing CRC:

[Missing CRC.qry](#)

FUN FOOD FACT

Macaroni Mania

Pasta is one of America's favorite foods. It was brought over by the English who found it while traveling through Italy. They cooked it for about 30 minutes then smothered it with cream sauce and cheese, which was the start of Macaroni & Cheese!



Josh's Focus.

Hard to believe that Q4 is already here. We enter the home stretch of the 2013 calendar year gaining momentum with high expectations to finish strong. Our new leadership team has had time to settle into their new roles and we should all expect more engagement as each drives hard within their area of responsibility. What you can count on is that each will be pushing toward our top company initiative to "improve core grocery business growth".

Our primary area of effort to this end is through an Improved Price/Value Proposition. This is a difficult task, and only becomes more challenging as we close out a fiscal year and budgets tighten. But, that does not mean we won't be able to make significant strides this upcoming quarter. We will!

Our focus for Q4 will be to better leverage the different roles between categories and items. Not every category or item is created equal. Some are more important to

consumers and drive their perception of Safeway and of our pricing. We need to leverage this to our advantage by zealously protecting and improving our price position on the most important categories/items and help to offset the cost with those that are less important. In short, we must place our resources against those things that will drive our business forward to improve core grocery business growth.

Let's get started...!

Do You Really Need that Hard Copy?.

With Pharos currently in Canyon Way/Bldg F and Bldg G effective Sept. 4th, we all should think about printing best practices. Although Pharos offers Secure Print and Follow Me Print as key features, one thing to note is the expenses: Black/White copies are 7¢ - 50¢ ea., Grey scale are 7¢ - \$2.00 ea. and Color are 50¢ - \$6.00 ea. (OUCH!). Don't fret...there are more cost effective alternatives!

Solution #1: send your print jobs to the Duplicating Dept. at

ple.duplicating@safeway.com.

Provide in the email: your name,

phone ext., file to be printed (preferably in PDF to expedite the job), due date, quantity needed, paper size/ type, double or single sided, full color or black & white, finishing needed (lamination, 3 hole punch, stapled) and our cost center number. Finished jobs can either be picked up in Bldg A or you can request delivery via inter-office mail. Note turnaround time may vary but generally runs 1-2 days.

Solution #2: use proximas in meetings then send a soft copy after instead of printing decks.

Josh is ordering an additional proxima for our group that you will be able to reserve through Shelly or you can always reserve one through Facilities.

Solution #3: utilize the shared drive and review files online. At the end of the day, we all still need to conduct business and will still use Pharos as necessary so remember to format and preview your print jobs before hitting that print button and know that there are alternative solutions that are more cost effective!

Dear Abby.

Dear Abby: With holidays coming up, there are many special events happening in Q4. What's worse is that participating items tend to overlap in these events. It's hard keeping up, knowing what tags to apply and how to provide guidance to Consumer Demand. What can I do? – *Utterly Confused Pricer*

Dear Utterly Confused: Knowing tag hierarchy is the key! There are several resources to find answers: SERT members ALWAYS know the hierarchy; the Promo Pricing Collab Site or the Orion drive.

Dear Abby: I've been pricing a few years now and the Great Value

program gets me every time. The program seems riddled with issues every quarter. For example, we have 2 different start dates for this quarter. Does this seem right to you? – *Greatly Bewildered from the 4th floor*

Dear Greatly Bewildered: These days, we have to be flexible with programs to fit business needs. While it may seem odd to have 2 start dates for 1 program, we need to embrace this change. There actually is a clear delineation between the start dates: 9/11 for Perishables & 10/23 for Non-Perishables.

Dear Abby: I'm bombarded lately by CD teams asking, "do we have a tag for that?" Sometimes, I don't know the answer but I want to help. Is there a way for me to find out this info? – *Constantly Inundated in Bldg G*

Dear Constantly Inundated: Wanting to help others is an admirable trait and you should continue to do so. There is a place I know of where you can get endless information....it is called the shared drive. You will find your answers if you follow this path: U:\Orion\Tag Binder\Tag Image Directory.pdf