

## Inter-Office Communication



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**To:** All Backstage Employees      **From:** Toby Noiles, Senior Vice President Beverages, Snacks, Meals & Ingredients, Corporate Non Perishables

**Date:** November 15, 2012

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**Subject:** **Promotion of Elsie Wolfe**

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I am pleased to announce the promotion of Elsie Wolfe to VP of Meals and Ingredients, reporting to me.

Elsie began her Safeway career in 1990 while attending college; she worked in retail for four years and has ten years of Division Backstage experience in positions such as Grocery Ad Planner, Assistant Buyer, and Category Manager. Elsie then transitioned into Corporate Director roles for seven years.

Since 2005, Elsie has been supporting Corporate Non Perishables, most recently as the Category Director on the Coffee/Juice desk. Elsie has been an out of the box thinker and her innovative strategy has set Safeway at a competitive advantage against the rest of market.

Elsie holds a Marketing Degree from Santa Clara University and a MBA from Saint Mary's College. She brings a tremendous amount of talent and experience from her roles in Retail, Division Backstage as well as Corporate Backstage. We are very pleased to welcome Elsie into her new position as our VP of Meals and Ingredients.

Please join me in congratulating Elsie on her new assignment.