

Inter-Office Communication



To: All Backstage Employees **From:** John Beretta, Vice President
Corporate Deli Food Service
and Branded Concepts

Date: September 17, 2012

Subject: **Announcement of Demetri Pantazes**

I am pleased to announce the promotion of Demetri Pantazes to Group Director **Deli Food Service & Branded Concepts**, reporting to me.

Demetri Started Safeway as a Food clerk in our Eastern division in March of 1994 after completing Army Infantry Basic Training. He obtained a Bachelors degree in Criminal Justice from the University of Maryland and received an Honorable Discharge from the Army in 1998. In 1998, he became a Grocery/GM Buyer in the Eastern division office and was promoted to Fresh Meat buyer in 2000.

In 2001 during centralization, Demetri moved to Pleasanton as a Category Analyst in the Meat department. Demetri was quickly promoted to Category Manager in 2002 then Regional Director in 2004. In 2006, Demetri Graduated from USC Food Management Program. Then, in 2007, he made a lateral move the Seafood department then made another lattice move in January 2011 moving to the Dairy department as Category Director of the Egg and Cheese desk. On this desk Demetri executed the new Trion rack which allowed us to achieve 25 more facings closing our gap to competition and was able to achieve positive sales in the egg category despite 600 stores moving from a 12 foot to 8 foot egg set through careful SKU rationalization and moving to hand stacking enabling us to maintain positive sales.

Please join me in congratulating Demetri on his new assignment.