

Inter-Office Communication



To: All Backstage Employees

From: Toby Noiles,
SVP Main Meal, Meals & Ingredients
and Beverages & Snacks

Date: May 9, 2013

Subject: **Employee Announcement – Joe Cuneo**

I am pleased to announce that Joe Cuneo is the new Category Director for Cereal.

Joe started with Safeway in 1981 working in the stores in the Nor Cal Division. He spent most of his career with Consumer Brands as a Category and Brand manager. Most recently, Joe has been the Category Director on the Frozen Prepared desk. He has an MBA from the University of San Francisco and lives in Walnut Creek with his wife and three children.

This latest assignment is effective May 27, 2013. Please join me in welcoming Joe to BSMT, and working with the non-perishable side of the business.