

USDA FOOD SAFETY MOBILE ROLLS INTO CHICAGO

Chicago, IL, June 12, 2003 - The USDA Food Safety Mobile is headed to Chicago! The 35-foot RV will dock at Jewel-Osco at 2940 N. Ashland on Monday, June 16, 2003, to promote its message of food safety. Food safety experts from the USDA will be joined by City of Chicago Department of Public Health representatives and Kim Kirchherr, corporate dietician for Jewel-Osco, to educate and reinforce to consumers the importance of handling food safely.

Using a colorful and dynamic form of "mobile messaging," the Mobile is designed to educate consumers about the risks associated with mishandling food and steps they can take to reduce the risk of contracting a foodborne illness. In addition to demonstrating safe food handling techniques, federal and local food safety experts will demonstrate proper food thermometer usage and answer consumers' food safety questions.

"Jewel-Osco strongly supports food safety, and we want our customers to know how to handle their food safely after leaving our stores," said Pete Van Helden, President of Jewel-Osco. "By partnering with federal and local health officials, we are able to provide our customers with the material and knowledge that will ensure that they are taking the steps to keep their food safe."

The Mobile will be at the store from 2:00 to 6:00 p.m., and a free food safety gift will be given to the first 100 people to visit the site.

The USDA Food Safety Mobile will travel throughout the continental United States, appearing at state and county fairs, schools, libraries, community events, parades, cooperative extension offices and similar events sponsored by the USDA.

During its one hundred-year history, Jewel-Osco has supported a wide variety of charitable organizations with the focus on education, food and nutrition, and health. In addition, Jewel-Osco and its associates continue to contribute generously to support the United Way and the communities they serve. In all, over \$4 million is contributed each year toward these efforts. It's all part of Jewel-Osco's ongoing commitment to the community through charitable contributions and various community outreach programs.

Jewel-Osco is the only Midwest retailer operating both combination food and drug stores and freestanding drug stores. Of the retailer's 285 locations, 202 are combination Jewel-Osco stores and 83 are freestanding Osco Drug stores. Jewel Express Fuel Centers are located at 18 Jewel-Osco locations. Jewel-Osco is the Midwest Division of Albertson's Inc., which is headquartered in Boise, Idaho. Albertson's is one of the world's largest food-drug chains and currently operates approximately 2,300 stores in 31 states.

#

Note: Media looking for additional information on the USDA Food Safety Mobile should contact USDA's Food Safety and Inspection Service at (301) 504-9605 or foodsafetymobile@fsis.usda.gov. Consumer inquiries should be directed to the USDA Meat and Poultry Hotline at 1-888-MPHotline (1-888-674-6854).

For Immediate Release
June 12, 2003

Contact : Lauri Sanders, Jewel-Osco
708/531-6895
Lauri.sanders@albertsons.com