



NEWS RELEASE

CONTACT:

Jamie Miller
Giant Food
(301) 341-8776
jmiller@giantofmaryland.com

Giant Announces New Ground Beef Packaging

(Landover, MD – October 15, 2007) – Giant Food announced it will offer high-oxygen packaged ground beef later this month. The new package will replace the current low-oxygen modified atmosphere packaging used for the product.

“Giant always is looking for better ways and new technology that meet customer needs and ensure safe, quality, wholesome food,” said Roger Wheeler, vice president of meat and seafood for Giant. “As before, Giant’s new packaging is FDA and USDA approved, leak proof, and easier for customers to identify ground beef freshness.”

While Giant had excellent ground beef sales and customer acceptance of the existing package, some customers found the retention of the red color, which was produced by the packaging, to be confusing.

“Although food quality experts recommend relying on ‘use by dates’ and not color as an indicator of meat freshness, we discovered many customers typically rely on this characteristic to identify freshness,” said Andrea Astrachan, the company’s vice president of consumer affairs. “While we clearly mark all of our packaged ground beef with these dates, we determined this slight modification in packaging would be helpful to our customers.”

The new ground beef packaging will begin to appear in stores after Oct. 15.

Customers who have questions on hi-oxygen packaging can visit the Giant website at www.giantfood.com.

Giant Food

Giant Food LLC, headquartered in Landover, MD, operates 185 supermarkets in Virginia, Maryland, Delaware, and the District of Columbia, and employs more than 22,000 associates. Included within the 185 stores are 165 full-service pharmacies. For more on Giant, visit www.giantfood.com. Giant is owned by Netherlands-based Ahold.