



and has been involved in the development, distribution, sale, advertising and promotion in interstate commerce of food products, including seafood, and related consumer products under the mark SHAW'S and family of SHAW'S marks (collectively the "SHAW'S Marks") since at least as early as 1860, a date which is 142 years earlier than the filing date of Applicant's Application, Serial No. 78/156485, August 21, 2002. By virtue of Opposer's efforts and activities over the past century, Opposer has become the second largest grocery store chain in New England with over 30,000 employees and 202 stores. Upon information and belief, Opposer's sales in 2003 exceeded 4.4 billion dollars.

**SHAW'S and the Family of SHAW'S Marks Are Famous Source Identifiers**

2. Since its founding over a century ago, the Opposer has invested a substantial amount of capital and resources to create and promote the SHAW'S mark and family of SHAW'S marks. The Opposer has extensively advertised and promoted its retail food store services and food and consumer products under the SHAW'S brand in major newspapers along the east coast, such as in the Connecticut Post, Hartford Courant, Boston Herald, The Boston Globe, Portland Press Herald, Lewiston Sun Journal, Bangor Daily Times, New Hampshire Register, Manchester Union Leader, Concord Monitor, Providence Journal and the Burlington Free Press, and in regional and local area newspapers in all of the New England states. The Opposer also promotes its quality products and services on national and cable television, on major radio stations in New England, through its website, which is located at www.shaws.com, and at exhibitions and trade shows in cities across the United States. Furthermore, the Opposer advertises its products and services by distributing leaflets, flyers and circulars that display the SHAW'S mark and family of SHAW'S marks and by utilizing other forms of media promotions. Since the Opposer meets with food vendors across the country and throughout the world on a regular basis to supply its vast number of stores, the

Opposer's portfolio of marks also are recognized outside of New England and on a global scale. As a result of the Opposer's extensive efforts, customers and the public have come to know and recognize the SHAW'S mark and the family of SHAW'S marks and associate the same with the Opposer and the quality food products and retail store services which are produced by or offered by the Opposer. Additionally, the Opposer has garnered extensive fame and good will through the use and promotion of the SHAW'S mark and family of SHAW'S marks and extensive sales of goods under the aforementioned marks. A sampling of newspaper and magazine articles and advertising circulars and leaflets that make references to and promote SHAW'S retail food store services and food products are attached as Exhibit A. By virtue of its extensive and continuous efforts, the SHAW'S brand has become a famous source identifier for quality grocery store services and food and consumer products.

**The Opposer Owns Several Registrations and Applications for the Mark SHAW'S and Marks that Incorporate the Word SHAW'S, which Pre-Date the Filing Date of Applicant's Application to Register SHAW'S PREMIUM SEAFOOD & DESIGN**

3. Opposer is the owner of the following United States trademark and service mark registrations and applications on the Principal Register incorporating the mark SHAW'S:

<u>Mark</u>	<u>Reg. No.</u>	<u>Application No.</u>	<u>Int'l Class(es)</u>	<u>Filing Date</u>
SHAW'S	1,228,764	73/209850	042	April 2, 1979
SHAW'S (and design)	1,187,005	73/209848	031, 032, 042	April 2, 1979
SHAW'S MARKETFRESH	2,638,924	76/284248	035	July 11, 2001
SHAW'S SUPERMARKETS REWARDS CARDS	2,616,939	76/169162	035	November 21, 2000
SHAW'S SUPERMARKETS	2,571,124	76/169164	035	November 21, 2000

CARD (and Design)				
DR. SHAW'S	2,152,865	75/061703	032	February 2, 1997
SHAW'S SNAX ALL-OCCASION CRACKERS	2123696	75215473	030	December 19, 1996
SHAW'S SIGNATURE BRAND (and Design)		76/171962	029, 030, 031, 032, 035	November 28, 2000
SHAW'S SIGNATURE BRAND		76/171973	029, 030, 031, 032, 035	November 28, 2000
SHAW'S SIGNATURE BRAND QUALITY SINCE 1860 and Design		76/171761	029, 030, 031, 032, 035	November 28, 2000

Copies of TESS printouts for the above-referenced registrations and applications are attached as

**Exhibit B.**

4. Notwithstanding Opposer's prior rights in and to its trademark and service mark SHAW'S and family of SHAW'S marks, upon information and belief, on August 21, 2002, Applicant filed an application to register the trademark "SHAW'S PREMIUM SEAFOOD AND DESIGN" for use in connection with "value added seafood." The application was assigned Serial No. 78/156485 and the mark was published for opposition in the Official Gazette on February 17, 2004. Information obtained from the TESS database on the Applicant's application is attached as

**Exhibit C.**

**The Mark SHAW'S PREMIUM SEAFOOD AND DESIGN Is Confusingly Similar to the Opposer's Registered Mark SHAW'S and Family of SHAW'S Marks**

5. Famous marks, such as the Opposer's mark SHAW'S and family of SHAW'S marks, enjoy a wide degree of legal protection because of their widespread recognition by consumers. Due

to the Opposer's extensive marketing and promotional activities over the past 144 years, the name SHAW'S and family of SHAW'S marks have become synonymous with Opposer's quality grocery store services and food and consumer products and consumers look for these marks when shopping for groceries. In the present instance, Applicant has applied to register the mark SHAW'S PREMIUM SEAFOOD and DESIGN for "value added seafood." As the drawing in Exhibit C indicates, the dominant element in the Applicant's alleged mark is the word SHAW'S, which appears in large type in the center of the Applicant's alleged mark. The word SHAW'S is identical in appearance and sound to the Opposer's famous mark SHAW'S and closely resembles the SHAW'S family of marks as to be likely to cause consumer confusion in the marketplace when used on or in connection with value added seafood. The same group of consumers seeking the identical type of goods is likely to encounter the Applicant's alleged mark SHAW'S PREMIUM SEAFOOD and DESIGN and the Opposer's famous mark SHAW'S and family of SHAW'S marks in commerce and mistakenly believe that the Applicant's goods emanate from the Opposer or that there is some relationship between Opposer and Applicant, or that Opposer has authorized, sponsored or licensed Applicant's use of its famous mark SHAW'S in violation of 15 U.S.C. §§ 1115 and 1125(c).

**The Applicant's Goods Are Directly Related, if not Identical, to the Goods & Services Identified in Opposer's Registrations and Earlier-Filed Applications**

6. The Applicant seeks to register the mark SHAW'S PREMIUM SEAFOOD and Design for "value added seafood." The Applicant's seafood is directly related to the food products and retail food store services listed in the Opposer's registrations and it is identical to the description of goods in the Opposer's earlier-filed pending applications, which include "fish" and "canned tuna fish." Since the Opposer has been involved in the sale of quality foods products since

1860 and has marketed seafood products under its mark SHAW'S and family of SHAW'S marks since before the filing date of the Applicant's application, it is likely that when consumers encounter the Applicant's seafood products in the marketplace that they will mistakenly and immediately believe that the Applicant's seafood is sold, licensed, or sponsored by, or otherwise affiliated with the Opposer, when in fact it is not.

7. Applicant's alleged trademark SHAW'S PREMIUM SEAFOOD AND DESIGN, when used on the goods identified in Applicant's application for registration, is likely to cause dilution of Opposer's famous mark SHAW'S and family of SHAW'S marks in violation of 15 U.S.C. §1125(c).

8. Upon information and belief, Opposer has been damaged and will continue to be damaged if Applicant uses, continues to use or secures a registration for Applicant's alleged trademark SHAW'S PREMIUM SEAFOOD AND DESIGN for the reasons set forth above.

WHEREFORE, Opposer, Shaw's Supermarkets, Inc., believes and avers that it will be damaged by said registration and prays that this opposition be sustained and registration of the trademark SHAW'S PREMIUM SEAFOOD & DESIGN, Serial No. 78/156485 filed by Applicant be denied.

The filing fee for this Notice of Opposition in the amount of \$300.00 is enclosed. An original and two copies of this Notice of Opposition are enclosed.

All correspondence should be addressed to Christine M. Baker, Esq., c/o Mintz Levin Cohn Ferris Glovsky and Popeo, P.C., 666 Third Avenue, New York, New York 10017.

Express Mail Serial No.: EV399526257US  
Date of Deposit: June 15, 2004

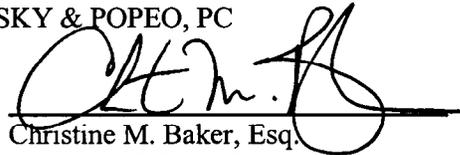
This Request is being submitted in triplicate as required by 37 C.F.R. § 2.102(d).

New York, New York  
Dated: June 15, 2004

Respectfully submitted,

MINTZ LEVIN COHN FERRIS  
GLOVSKY & POPEO, PC

By:



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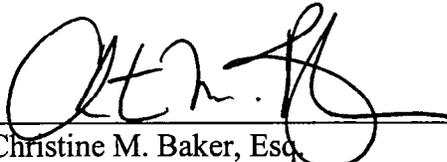
Attorney for Opposer, Shaw's Supermarkets, Inc.

Express Mail Serial No.: EV399526257US  
Date of Deposit: June 15, 2004

**Certification of Mailing**

I hereby certify that the foregoing Notice of Opposition was sent by U.S. Mail, Express Mail Post Office to Addressee Service (Label No. EV399526257US), to the Commissioner of Patents and Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3514, this 15th day of June 2004.

MINTZ LEVIN COHN FERRIS GLOVSKY  
AND POPEO, P.C.

By: 

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Attorneys for Shaw's Supermarkets, Inc.

TRA 1927436v1

*shaws*

complimentary

# RECIPE NEW ENGLAND SAMPLER



Recipes for  
Regional Specialties

What to See, Do & Eat

# A WARM WELCOME



*Summer in New England is an inviting season of sunny days, good times and great food. The region's specialties, from apples to maple to lobster, beckon folks to the table, where they happily linger, no reason seeming good enough to make them leave.*

**shaws**

*We at Shaw's, invite  
you to explore the  
welcoming flavor and  
beauty of summer in  
New England presented  
here in the pages of our  
recipe sampler.*



Whether you're an armchair traveler or are planning a visit, you'll enjoy the quintessential New England recipes from Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont. You'll learn about the history of the region's fabulous fare, as well as get the insider's scoop on what to see and do.

New England is an enchanting region we all enjoy and is full of wonderful foods and timeless appeal, and summer is a season in which it sparkles. Summer in New England is comprised of carefree days when the living is easy and the food is oh-so-good. It's the perfect time of year to gather with family and friends and cook up trouble-free, tasty meals. It's a season of picnics, potlucks, clambakes and barbecues that call for simply delicious dishes. Make summer's holidays - Memorial Day, 4th of July and Labor Day - shine and the days in between exceptional by serving up New England specialties. From Connecticut's Summer Corn & Shrimp Salad to Vermont's Cheddar-Apple Crumb Pie, we offer recipes that are ideal for the easygoing season and, at the same time, so good that folks won't think about saying anything but yes to second helpings.

So, from our family to yours, Shaw's wishes you a sunny season of good times and great food.



# CONNECTICUT

*With scenic harbors,  
historic attractions  
and ample antiquing,  
Connecticut offers  
a wonderful array of  
things to do. One visit  
just isn't enough;  
it's a place to enjoy  
again and again.*



## SUMMER CORN & SHRIMP SALAD

Makes 4 servings

- 4 large ears fresh corn, shucked or 3 cups frozen corn, thawed

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- 4 tbsp. olive oil, divided

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- 3 tbsp. wine vinegar or cider vinegar

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- 3 tbsp. slivered fresh basil or 2 tsp. dried basil

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- 1 tbsp. chopped shallots

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- ½ tsp. salt

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- ½ tsp. freshly ground black pepper

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- 2 cups small cooked and deveined shrimp, or medium cooked and deveined shrimp, halved (about ½ lb.)

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- 1 small red bell pepper, seeded and thinly sliced

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- 1 medium avocado, diced

1. With fresh corn, remove stems with a knife. Stand ears on end and cut off kernels close to cob.
2. In a large skillet over medium-high heat, sauté corn with 1 tablespoon of olive oil until tender, about 5 minutes (with frozen corn, sauté for 2 minutes). Transfer to a large bowl to cool for 20 minutes.
3. Combine remaining olive oil, vinegar, basil, shallots, salt and pepper. Pour over cooled corn. Gently stir in shrimp, red bell pepper and avocado (if making ahead, add avocado just before serving).



*Summer in New England is the ideal opportunity for dining al fresco, and fresh, light salads are fine warm-weather fare. This easy-to-prepare dish combines two regional favorites, corn and shrimp, for a dish that's perfect for easy entertaining or a simple family supper. Dine on the front porch or back deck and enjoy the fresh flavors of summertime.*

## APPLE-WALNUT CAKE

Makes 12 servings

- 4 cups finely chopped, peeled cooking apples
- 2 cups Shaw's sugar
- 1 cup Shaw's vegetable oil
- 2 eggs, well beaten
- 1 tsp. pure vanilla extract
- 3 cups Shaw's all-purpose flour
- 2 tsp. baking soda
- ½ tsp. ground cinnamon
- ½ tsp. ground nutmeg
- ½ tsp. salt
- 1 cup chopped walnuts

1. Preheat oven to 350°F. Grease and flour 10-inch tube pan or fluted tube pan; set aside.
2. In bowl stir together apples and sugar; let stand for 20 minutes, stirring often, to allow mixture to make juice. Add oil, eggs and vanilla to apples. Combine flour, baking soda, cinnamon, nutmeg and salt; add to apple mixture. Stir in walnuts. Pour into prepared pan.
3. Bake for 70 minutes or until wooden toothpick inserted near center comes out clean. Cool in pan on wire rack for 15 minutes. Remove cake from pan; cool completely on rack.



*Connecticut's beautiful apple orchards offer an abundance of the sweet, crunchy fruit. The state grows more than 60 varieties, most of which are available from mid-July through December. A family favorite and fine kitchen staple, apples are the shining ingredient in many of the region's best ciders, sauces, pies, cakes, and baked fruit dishes.*

### THE LOCAL SCOOP

**Connecticut is a place not to be missed...**

#### **Fun fact:**

Home to the first hamburger (1895), Polaroid camera (1934), helicopter (1939), and color television (1948).

#### **Famous folks:**

President George W. Bush; author Mark Twain; lexicographer Noah Webster; inventor

Charles Goodyear; showman P.T. Barnum

#### **State shellfish:**

Eastern Oyster



#### **Good eats:**

Clam chowder; Yankee pot roast; oysters



#### **Must do:**

Visit Wadsworth Atheneum; visit observation deck of Travelers Tower; cruise Connecticut River; visit Foxwoods Casino; tour

Mark Twain's House; take a driving tour of Litchfield Hills



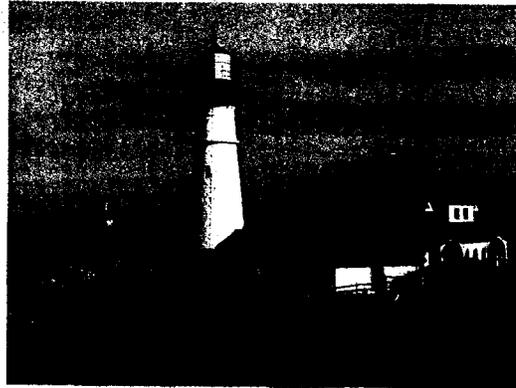
#### **Must-see spots:**

Old Statehouse; Bushnell Park; Constitution Plaza; Mystic Seaport; Gillette Castle



# MAINE

*Renowned for their hospitality and the great pride they take in their state, Mainers love to show off their home. The greeting is gracious and the beauty is striking in this northernmost New England state.*

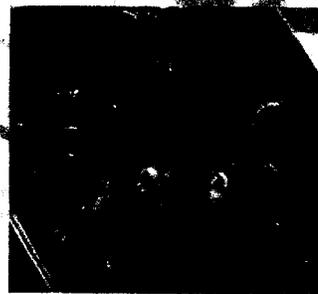


## LOBSTER SALAD

Makes 4 servings

- 
- 4 (1¼-lb.) live lobsters
  - 24 fresh asparagus spears,  
cleaned and trimmed
  - 6 cups mixed baby field greens
  - ½ cup bottled vinaigrette salad dressing
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1. In a large stock pot bring 8 quarts of salted water to a boil. Add lobsters. Return to a boil; reduce heat. Cover and simmer for 20 minutes. Drain and rinse with cold water. Let cool enough to handle. Remove meat from claws and tail. Slice tail meat.
2. In a large saucepan cook asparagus in boiling, salted water for 4 to 6 minutes or until crisp-tender. Drain; rinse in cold water and drain again.
3. Arrange asparagus spears and lobster medallions over greens. Garnish each salad with meat from claws.
4. Drizzle vinaigrette over salads.



*Colorful lobster buoys bob along the Maine coast, alluding to one of Maine's oldest industries, one that remains an important tradition today. Lobstermen set off on their boats before the sun rises for a workday that rarely ends before dusk. All that hard work is worth it though, as feasting on Maine lobster – whether whole, tails or rolls – is a culinary delight like no other.*

## FRESH BLUEBERRY TART

Makes 6 servings

½ (16-oz.) pkg. frozen phyllo pastry, thawed
1 cup Shaw's butter or margarine, melted
1 cup Shaw's sugar, divided
1½ cups blueberries
1½ cups Shaw's vanilla ice cream
Fresh raspberries (optional)
Fresh mint leaves (optional)



1. Place 1 sheet of phyllo on work surface. Brush sheet evenly with butter and sprinkle with 1 tablespoon of sugar. Cover with second sheet of phyllo, butter and sugar in same manner and repeat until 6 sheets of phyllo have been used, ending with butter and sugar.
2. Cut stack of sheets into 2 6-inch squares. Place stacks into lightly greased muffin cups, pressing carefully and firmly against bottom and sides; leave points sticking up. Repeat to make 4 more phyllo cups.
3. Bake empty shells at 350°F for 10 minutes or until golden. Cool completely and remove from pan. Fill each cup with ¼ cup blueberries and ½ cup ice cream. Add raspberries and fresh mint leaves. Serve immediately.

*Blueberries are as much a part of Maine's heritage as lighthouses, cold weather and seafood. Maine's state berry is the blueberry, and there is a thriving industry of both wild and cultivated blueberries throughout the state. Blueberries grow wild in the rocky ancient glacier fields of the state. The sweet gems are used in everything from pancakes to pies and are favorite summer fare.*

### THE LOCAL SCOOP

**There are lots of goodies tucked away in Maine...**

#### **Fun fact:**

Maine and California have the same length coastline.

#### **Famous folks:**

Painter Andrew Wyeth; author Stephen King; poet E.B. White; board game creator Milton Bradley

#### **Nickname:**

The Pine Tree State  
*(nine-tenths of Maine is forest)*



#### **Good eats:**

Lobster, honey, blueberries, potatoes



#### **Must do:**

Shop L.L. Bean's flagship store in Freeport and Kittery outlets; visit Portland Art Museum; enjoy popovers at Acadia National Park's Jordan Pond House



#### **Must-see spots:**

Acadia National Park, Kennebunkport, the Wedding Cake House on Route 53, Seashore Trolley Museum, Pemaquid Point Lighthouse



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# MASSACHUSETTS

*Massachusetts is located in the middle of the region and embodies the essence of this charming area. With places as inviting as Boston and Cape Cod, a visit to this state is truly a delight.*



## BACKYARD CLAMBAKE

Makes 10 servings

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2½ lb. new potatoes

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5 (2-lb.) lobsters

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½ cup olive oil, divided

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Salt and pepper to taste

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10 fresh ears of corn, with husks

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4 lb. soft shell clams or steamers

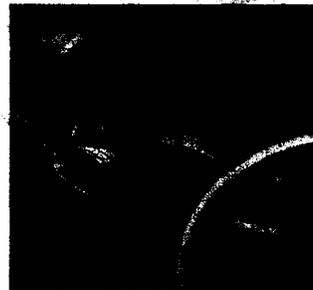
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Juice of 10 lemons

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1 cup butter, melted

1. Boil potatoes in salted water. Reduce heat and simmer 10 minutes until barely tender; drain.
2. Split lobsters in half lengthwise. Remove the head sac and intestine. Crack the claws. Brush lobsters with olive oil, salt and pepper. Cook shell side down, over medium-hot coals 10 minutes, basting with ¼ cup of olive oil.
3. Remove husks from corn and drizzle remaining olive oil over corn and potatoes. Grill 10 to 15 minutes, turning occasionally until tender.
4. Grill clams, uncovered, 5 to 10 minutes until shells open. Discard unopened shells. Top all ingredients with lemon juice and serve with melted butter.



*A true clambake, by definition, is a beachfront event where clams and other ingredients are cooked in a pit of hot rocks topped with seaweed. The diehards still do it that way, but the easy grilled version offered on this page means you can cook things up in your own backyard. Host a clambake for Memorial Day, July 4th, or to turn any summer day into a special occasion.*

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# CRANBERRY-OATMEAL COOKIES

Makes 48 cookies

1 3/4 cups Shaw's all-purpose flour
1 1/2 tsp. baking soda
1/2 tsp. salt
1/2 cup butter-flavored shortening
1 1/2 cups Shaw's sugar
2 eggs
1 tsp. vanilla extract
1 cup Shaw's regular rolled oats
1 cup dried cranberries
3/8 cup white chocolate chips

1. Preheat oven to 350°F. Combine flour, baking soda and salt; set aside.
2. In a large mixing bowl beat shortening and sugar with an electric mixer on medium speed until combined. Beat in eggs and vanilla until combined. Stir in flour mixture and oats. Stir in cranberries and morsels. Drop by teaspoons, 2 inches apart, on ungreased baking sheets.
3. Bake for 12 to 14 minutes, until edges start to brown. Place cookies on wire racks; cool.



*Nestled among the towns and villages of Southeastern Massachusetts are more than 14,000 acres of cranberry bogs (many are available to tour). The cranberry is also referred to as the bounceberry, as ripe cranberries bounce. The scarlet berry is a versatile fruit that sparkles in sauces, jellies and baked goods. Dried cranberries make a fine substitute for raisins in cookies and cakes.*

## THE LOCAL SCOOP

**There are endless reasons to explore Massachusetts...**

**Historical happenings:** Boston Tea Party, midnight ride of Paul Revere, birthplace of basketball

**Famous folks:** Author and illustrator of Dr. Seuss books, Theodore Geisel; actress, Bette Davis

### Official state dessert:

Boston cream pie



### Good eats:

Boston brown bread, clams and other seafood, cranberries, Boston baked beans, Boston cream pie



### Must do:

In Boston, picnic on the bank of the Charles, ride the T, check out the view from the observation deck of the Pru



### Must-see spots:

Freedom Trail, New Bedford Whaling Museum, House of the Seven Gables, Cape Cod National Seashore, Three Sisters Lighthouses, Fenway Park



House of the Seven Gables

# NEW HAMPSHIRE

*New Hampshire beckons with the natural beauty of its mountains, lakes and beaches. It's the ideal place to enjoy the pleasure of the great outdoors and a taste of New England adventure.*



## BARBECUED SPARERIBS

Makes 4 servings

- 1 (8-oz.) can Shaw's tomato sauce
- ¼ cup water
- 2 tbsp. Shaw's brown sugar
- 2 tbsp. lemon juice
- 1 tbsp. Worcestershire sauce
- 1 tbsp. finely chopped onion
- ½ to 1 tsp. crushed red pepper
- 4 lb. meaty pork spareribs

1. For sauce, in a small saucepan combine tomato sauce, water, brown sugar, lemon juice, Worcestershire sauce, onion and red pepper. Bring to a boil; reduce heat. Simmer, uncovered, for 10 minutes, stirring once or twice. Remove from heat.
2. Preheat grill to medium and prepare for indirect cooking. Cut ribs into 4 serving-size pieces. Sprinkle ribs with salt and pepper. Grill ribs, bone-side down and covered, for 1½ to 1¾ hours or until tender, brushing occasionally with sauce the last 30 minutes of grilling.
3. Reheat any remaining sauce and pass with ribs.



*Summer cookouts are all about good times and great food. Fire up the grill for any of the season's holidays or to simply make any day of the week extra special. Go beyond basic burgers and dogs and serve up fare that'll have family and friends clearing their plates for second helpings.*

## CREAMERY SUNDAE-STYLE SQUARES

Makes 12 servings

- 2 cups Shaw's graham cracker crumbs
- 1/2 cup melted butter or margarine
- 1 (8-oz.) pkg. Shaw's reduced-fat cream cheese
- 2 cups powdered sugar
- 4 large bananas
- 1 (20-oz.) can Shaw's crushed pineapple, drained
- 1 (8-oz.) carton frozen whipped topping, thawed
- 8 medium strawberries, halved
- 1/4 cup chopped pecans (optional)
- 1 tbsp. chocolate syrup

1. Combine graham cracker crumbs and melted butter. Press evenly and firmly into the bottom of a 13x9x2-inch baking pan.
2. In a medium bowl combine cream cheese and sugar. Blend until smooth. Spoon evenly over crumb layer.
3. Slice bananas and arrange on top of cream cheese layer. Spoon drained crushed pineapple over bananas. Spread whipped topping over pineapple. Arrange strawberry halves in 4 rows across top. If desired, sprinkle with nuts. Drizzle chocolate syrup.
4. Cover and refrigerate 4 to 8 hours.



*There's no better way to beat the summer heat than with an ice cold treat. This recipe puts a new spin on the classic sundaes of New Hampshire creameries. It's a dessert that will turn an ordinary summer cookout or potluck party menu into an extraordinary affair. So, gather with family and friends and enjoy staying cool this summer.*

### THE LOCAL SCOOP

**New Hampshire is inviting in so many ways...**

#### **Historical happenings:**

State delegates were the first to vote for the Declaration of Independence.

#### **Famous folks:**

Poet Robert Frost; author/journalist Sarah Josepha Hale; astronaut Alan B. Shepard

#### **State motto:**

Live Free or Die



#### **Good eats:**

Salmon pie; steamed mussels; fried clams; ice cream



#### **Must do:**

Visit Canterbury Shaker Village; ride Conway Scenic Railway; visit Seacoast Science Center; explore Portsmouth Trail; visit Strawberry Banke Museum



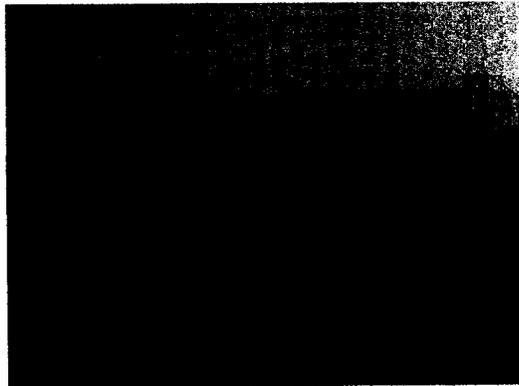
#### **Must-see spots:**

Cathedral of the Pines, White Mountains, Winnepesaukee Scenic Railroad, Fuller Gardens, Mystery Hill; America's Stonehenge



# RHODE ISLAND

*The smallest state in the country, Rhode Island is little in size but offers a big, warm welcome. This must-see state has got it all, from the mansions and beaches of Newport to the beauty of Block Island to the history and culture of Providence.*

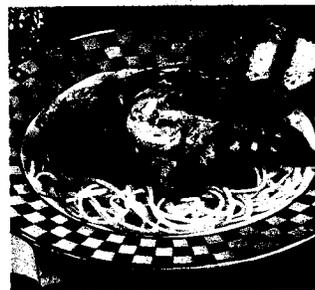


## FEDERAL HILL SMOKED ITALIAN GRILL

Makes 4 servings

- 2 cups hickory wood chips
- ½ lb. Shaw's skinless boneless chicken breast halves
- ½ lb. sweet Italian turkey sausage links
- 1 medium green bell pepper
- 1 small red onion
- 4 jumbo shrimp, peeled and deveined
- 8 oz. Shaw's dried linguine or fettuccine
- 2 cups Shaw's tomato & basil pasta sauce

1. Soak wood chips 30 minutes.
2. Preheat grill to medium. Cut chicken, sausage and bell pepper into 1-inch pieces. Cut onion into 8 wedges. Alternately thread chicken, sausage, pepper and onion on 4 12- to 15-inch skewers. Add a shrimp to each skewer.
3. Place wood chips in grill according to manufacturer's directions. Grill kabobs 12 to 14 minutes or until chicken is tender and no longer pink, turning once.
4. Meanwhile, cook pasta and heat pasta sauce.
5. Place drained pasta on 4 individual serving plates; top with sauce. Arrange meat and vegetables from 1 skewer on top of each plate.



*Federal Hill is one of Providence's tastiest neighborhoods. Renowned for its Italian heritage, its wealth of restaurants and bakeries are truly a treasure. Some are decades-old family affairs, others are newer, chic establishments. Stroll through this area of town and you will surely work up an appetite, and as they say in Federal Hill: Mangia!*

## STRAWBERRY-SOUR CREAM SHORTCAKES

Makes 6 servings

1 ½ cups Shaw's flour
½ cup sugar, divided
1 ½ tsp. baking powder
¼ tsp. nutmeg
¼ cup butter or margarine
¼ cup Shaw's dairy sour cream
1 beaten egg
½ cup milk
4 cups sliced strawberries
Shaw's whipped cream or thawed whipped topping



1. Preheat oven to 450°F. In medium bowl stir together flour, ¼ cup of sugar, baking powder and nutmeg; cut in butter until mixture resembles coarse crumbs. Stir in sour cream, egg and milk just until combined.
2. Drop 6 mounds onto a greased baking sheet. Flatten slightly. Bake for 10 to 12 minutes or until golden.
3. Meanwhile, combine strawberries and remaining ¼ cup sugar; set aside.
4. Split warm shortcakes. Fill with half of berry mixture; top with remaining berries. Serve with whipped cream or whipped topping, if desired.

*Summer suppers are made extra special when they have a sweet ending, so invite family, friends and neighbors to linger over a classic summertime dessert. Fresh, juicy berries are the season's natural jewels and can easily add both sweetness and sparkle to everything from shortcakes and sauces to pies and parfaits.*

### THE LOCAL SCOOP

#### Discovering Rhode Island is a treat...

##### Fun fact:

The Flying Horse Carousel in Watch Hill is the oldest carousel in the United States in continuous operation.

##### Famous folks:

Actor James Woods; vocalist Rudy Vallee; portrait painter

Gilbert Stuart  
(painted portrait of George Washington that appears on the one-dollar bill)

##### Nickname:

The Ocean State



##### Good eats:

Johnnycakes; stuffed quahogs; coffee frappe, coffee milk



##### Must do:

Go shopping in Watch Hill; sail Narragansett Bay; explore Benefit Street;

attend WaterFire in Providence



##### Must-see spots:

Newport mansions, Block Island, Federal Hill neighborhood



# VERMONT

*Peaceful and picturesque, Vermont is simply enchanting. The mountains and countryside are scattered with pretty villages, covered bridges and historic sights. It just may be quintessential New England at its finest.*



## MAPLE-MUSTARD PORK CHOPS

Makes 4 servings

- 4 boneless pork loin chops, cut 1 inch thick
- 3 tbsp. Shaw's Signature Brand Dijon-style mustard
- 2 tbsp. Shaw's Signature Brand maple syrup
- 2 tbsp. sliced green onion
- 2 tsp. finely shredded orange peel

1. Preheat grill to medium. Trim fat from chops, if necessary. Generously season with pepper.
2. In a small bowl stir together mustard, syrup, onion and orange peel. Set aside.
3. Grill chops 12 to 15 minutes or until juices run clear (160°F), turning once and brushing with mustard mixture during the last 5 minutes of grilling.



*Vermont is the largest producer of maple syrup in the United States and a place where prized syrup-making is often handed down from one generation to the next. Sugarhouses, many of which are open to the public, provide a look at how sugar maple trees are tapped, sap collected and syrup made. Vermont maple syrup is also used in making pure maple sugar, maple cream and maple candy.*

# VERMONT CHEDDAR-APPLE CRUMB PIE

Makes 8 servings

1 cup Shaw's sugar
3 tbsp. flour
1 tsp. ground cinnamon
1 tsp. grated lemon zest
1/8 tsp. ground cloves
1/8 tsp. salt
6 tart apples, peeled, cored and thinly sliced (6 cups)
1 Shaw's prepared 9-inch pie pastry, unbaked
1/2 cup flour
1/2 cup sugar
1/2 cup shredded Vermont Cheddar cheese
Dash salt
4 tbsp. margarine, melted

1. Preheat oven to 400°F. In a bowl, mix 1 cup sugar, 3 tablespoons flour, cinnamon, lemon zest, cloves and 1/8 teaspoon salt. Toss apples into mixture. Line a 9-inch pie plate with pastry. Arrange apple mixture in pastry.
2. Combine 1/2 cup flour, 1/2 cup sugar, cheese, dash salt and margarine. Sprinkle over apples.
3. Bake for 35 to 45 minutes or until topping and crust are golden brown.

## THE LOCAL SCOOP

**Vermont has an abundance of experiences to share...**

### Famous folks:

21<sup>st</sup> President Chester Arthur; 30<sup>th</sup> President Calvin Coolidge; inventor of the plow John Deere; actress Veronica Lake

### Origin of name:

From the French *vert* meaning green and *mont* meaning mountain.

### Official state pie:

Apple pie



### Good eats:

Ben & Jerry's ice cream; Cheddar cheese; maple syrup; maple sugar candy



### Must do:

Tour Ben & Jerry's Ice Cream Factory; tour Vermont Teddy Bear Company; visit a sugarhouse and watch the syrup-making process; take a cruise on



*New England farmers started making cheese because it was an ideal way to store milk in a less perishable form.*

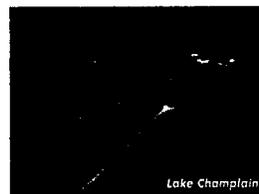
*Today, Vermont's history of cheesemaking is almost as old as the state itself, and the result of practicing this tradition is some of the most highly acclaimed Cheddar. The Vermont Cheese Trail winds through the countryside offering visits with cheesemakers along the way.*

Lake Champlain; tour Wilson Castle



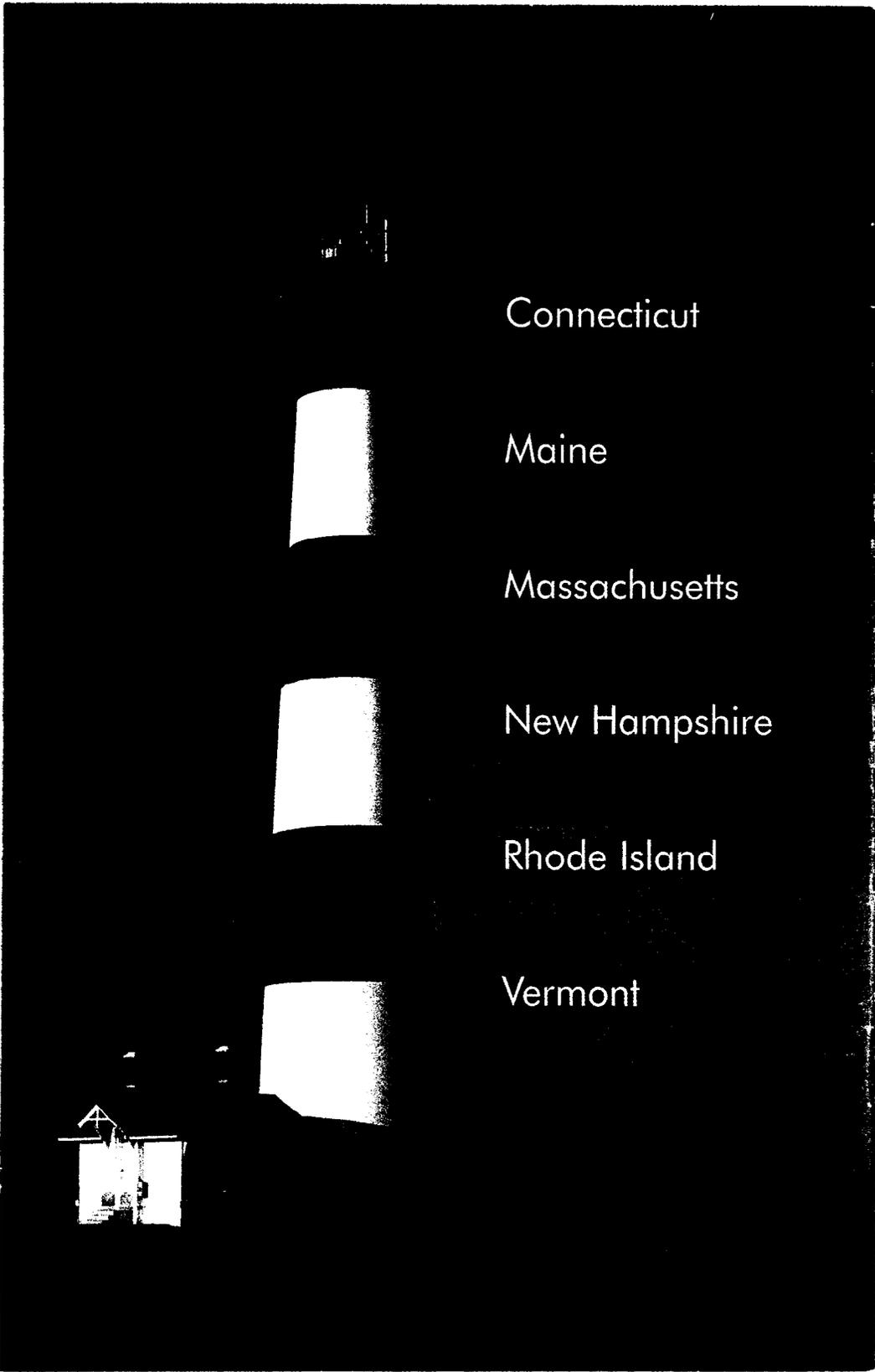
### Must-see spots:

Bennington Battle Monument; Magic Mountain; Norman Rockwell Museum; Von Trapp Family Lodge



Lake Champlain

9 11 10



Connecticut

Maine

Massachusetts

New Hampshire

Rhode Island

Vermont

August 22<sup>nd</sup> is only the beginning.

**Shaw's**



**CELEBRATION**

## **Celebrate Our Grand Opening with Great Savings Throughout the Store!**

The construction is complete and our new Mansfield Shaw's, located at 390 West Street, is now ready to provide you with all the brand names and high quality you expect. We have fully stocked departments such as Wild Harvest, Shop the World, Floral Service and more. For your convenience, we have included Self-Checkouts and you can also enjoy Honey Dew donuts and coffee while you shop.

We've done everything possible to bring more variety, choice and convenience. And, inside this booklet you'll find special coupons that will add to the savings you get everyday at Shaw's.

We're celebrating throughout the store.

Come on in today and join the fun!



## YOUR CONVENIENCE COMES FIRST

### For Your Convenience.

When we planned our Mansfield Shaw's, we had one concern – your satisfaction! We wanted you to have the selection you never experienced before, the ease of shopping and the quality you deserve. We think we have accomplished that and more. Introducing Shaw's premium Signature Brand line of products, as well as new departments like Wild Harvest, Shop the World, Self Checkouts and more!



### Look & Feel Your Best.

Our Health & Beauty Department has everything you need to look and feel your personal best. We have expanded with hundreds of new products, just for your shopping convenience.

### Your Prescription For Savings.

Tired of waiting? Shaw's new in-store Pharmacy is your best choice for all your family's health care needs. Now you can get your prescriptions filled while you shop. And it's easy to transfer your refillable prescriptions  to Shaw's. Just bring in your bottle or call our Pharmacist with your prescription number, and we'll do the rest.

Get new or transferred prescriptions filled at Shaw's in-store Pharmacy and receive a \$10 Shaw's Gift Card\*

- **Mon-Fri 8am-8pm, Sat-Sun 8am-5pm**
- **Call-in Service 508-339-5311**
- **Prescription savings plan for seniors**

\*Offer valid on new and transferred prescriptions only not including transfers from another Shaw's or Star Pharmacy. This offer is not valid on prescriptions paid for in whole or part by any government programs including Medicaid/Medicare. Gift cards cannot be redeemed for the co-payment on private insurance plans or other prescription related payments. Limit one \$10 Gift Card per transfer customer. Offer valid through October 11, 2003. Offer good at Shaw's Pharmacy located in Mansfield, MA only.



**FROM ALL NATURAL TO ALL DELICIOUS**

## **Wild Harvest... To Your Health!**

There's nothing artificial about Shaw's Wild Harvest, your one-stop shop



for the finest natural and organic foods,

herbal and health supplements, frozen foods, dried fruits, dairy foods, beverages and much more! We are dedicated to environmental friendliness, quality, affordability, and the best choice.

## **Fresh Fruits And Vegetables Galore!**

Our newly expanded produce department will present an incredible experience of freshness and variety - luscious, ripe fruits; crisp, green veggies; nuts and



berries; fresh herbs; and exotic produce from around the world.

We are also delighted to support our Massachusetts farmers and offer many of their locally grown produce when in season.



- **More variety**
- **Expanded Floral Shop**
- **New Certified Organic section**
- **Salad Bar**

## **\$1 OFF Any Wild Harvest Natural Item**



After manufacturer's coupon redemption(s). Offer excludes money orders, lottery tickets, Gift Cards, alcohol, tobacco, prescriptions, photo processing or other products prohibited by law. This coupon cannot be doubled, tripled, quadrupled, or exchanged for cash. Coupon not valid toward previous purchase. Void if copied or transferred. In the event of a return, coupon savings may be deducted from your refund. One coupon per customer. Coupon may be combined with similar offer when combined purchase threshold is met.

Coupon Redeemable at Mansfield & Shann, MA  
Shaw's only. Effective 8/22/03 - 9/4/03



0 0005239100005496



**FROM PRIME CUTS TO FRESH FROM THE DEEP**

## **More Quality, More Choice!**

Choose from the best beef, poultry, lamb and pork. Shaw's grain fed tender Angus Beef is hand-selected, trimmed, and aged for real beef flavor and tenderness.



Looking for a special cut - our Butchers will gladly custom cut your order at no extra cost!

■ **New Wild Harvest meats, all natural - no artificial growth hormones**

**\$1 OFF Any  
Angus Beef Cut!**



After manufacturers' coupon redemption(s). Offer excludes money orders, lottery tickets, Gift Cards, alcohol, tobacco, prescriptions, photo processing or other products prohibited by Law. This coupon cannot be doubled, tripled, quadrupled or exchanged for cash. Coupon not valid toward previous purchase. Void if copied or transferred. In the event of a return, coupon savings may be deducted from your refund. One coupon per customer. Coupon may be combined with similar offer when combined purchase threshold is met.

Coupon Redeemable at Massfield & Sharon, MA  
Shaw's only. Expiration 8/22/03 - 9/4/03

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## **Fish Fanciers Rejoice!**

How much fresher and tastier is our Farm-Raised Seafood? First, it all comes from carefully controlled environments, specially designed to



sustain the healthiest, highest quality sea life. What could be more natural? And, unlike other

supermarkets, our seafood doesn't sit around on the dock. It's delivered from shore to store in 36 hours or less, so it's the freshest possible whenever it lands on your dinner table.

■ **Live and Kicking lobsters - we'll even steam them for you at no extra cost**



**FRESH FROM THE CASE, HOT FROM THE OVEN**

**Deli Lover's Delight!**

Fresh, delicious deli meats, cheeses and salad items abound in our Deli. Shaw's Deli offers a wide range of



fresh and hot meals and great entertaining ideas, such as: crispy fried chicken, fresh made sandwiches, tasty hot soups, and delectable entrees.

■ **Party platters for all occasions**

**Sweet Surrender!**

Indulge your sweet tooth on freshly baked, scrumptious muffins, homemade



cookies, donuts and special European pastries from our Bake Shop. Enjoy our Specialty Breads and Breads of

Distinction fresh from our ovens daily. It's all just delicious!

- **Creme case desserts**
- **Custom-decorated cakes**
- **Specialty breads hot from the oven**



**\$1 OFF  
12 Piece Fried Chicken at the Deli**

After manufacturer's coupon redemption(s). Offer excludes money orders, jewelry tickets, Gift Cards, alcohol, tobacco, prescriptions, photo processing or other products prohibited by Law. This coupon cannot be doubled, rippled, quadrupled or exchanged for cash. Coupon not valid toward previous purchase. Void if copied or transferred. In the event of a return, coupon savings may be deducted from your refund. One coupon per customer. Coupon may be combined with similar offer when combined purchase threshold is met.

Coupon Redeemable at Mansfield & Sharon, MA Shaw's only. Effective 8/22/03 - 9/4/03



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ourdelifresh

**bake shop**



**MORE SAVINGS**

**Celebrate Our Grand Opening With More Savings!**

We are pleased to provide you with two weeks of \$5 on a purchase of \$50 or more...Or use both coupons together on a purchase of \$80 or more... and save \$8. savings at our Mansfield Shaw's Supermarket. Use the weekly coupons below to save up to \$16! Each week At Shaw's Supermarket, you'll find more of the foods you can save \$3 on a purchase of \$30 or more... and brands you like best.

**WEEK ONE  
REDEEM  
AUGUST 22  
AUGUST 28**

**WEEK TWO  
REDEEM  
AUGUST 29  
SEPTEMBER 4**

 <p><b>\$3 OFF</b> the purchase of <b>\$30 or more</b></p> <p>After manufacturers' coupon redemption(s). Offer excludes money orders, lottery tickets, Gift Cards, alcohol, tobacco, prescriptions, photo processing or other products prohibited by Law. This coupon cannot be doubled, tripled, quadrupled, or exchanged for cash. Coupon not valid toward previous purchase. Void if copied or transferred. In the event of a return, coupon savings may be deducted from your refund. One coupon per customer. Coupon may be combined with similar offer when combined purchase threshold is met.</p> <p>Coupon Redeemable at Mansfield &amp; Sharon, MA Shaw's only. Effective 8/22/03 - 8/28/03</p> <p>0 1 6 5 5 7 6 1 0 0 0 0 7 0</p>	 <p><b>\$5 OFF</b> the purchase of <b>\$50 or more</b></p> <p>After manufacturers' coupon redemption(s). Offer excludes money orders, lottery tickets, Gift Cards, alcohol, tobacco, prescriptions, photo processing or other products prohibited by Law. This coupon cannot be doubled, tripled, quadrupled, or exchanged for cash. Coupon not valid toward previous purchase. Void if copied or transferred. In the event of a return, coupon savings may be deducted from your refund. One coupon per customer. Coupon may be combined with similar offer when combined purchase threshold is met.</p> <p>Coupon Redeemable at Mansfield &amp; Sharon, MA Shaw's only. Effective 8/22/03 - 8/28/03</p> <p>0 1 6 5 5 7 6 1 0 0 0 0 7 0</p>
 <p><b>\$3 OFF</b> the purchase of <b>\$30 or more</b></p> <p>After manufacturers' coupon redemption(s). Offer excludes money orders, lottery tickets, Gift Cards, alcohol, tobacco, prescriptions, photo processing or other products prohibited by Law. This coupon cannot be doubled, tripled, quadrupled, or exchanged for cash. Coupon not valid toward previous purchase. Void if copied or transferred. In the event of a return, coupon savings may be deducted from your refund. One coupon per customer. Coupon may be combined with similar offer when combined purchase threshold is met.</p> <p>Coupon Redeemable at Mansfield &amp; Sharon, MA Shaw's only. Effective 8/29/03 - 9/4/03</p> <p>0 1 6 5 5 7 6 1 0 0 0 0 7 0</p>	 <p><b>\$5 OFF</b> the purchase of <b>\$50 or more</b></p> <p>After manufacturers' coupon redemption(s). Offer excludes money orders, lottery tickets, Gift Cards, alcohol, tobacco, prescriptions, photo processing or other products prohibited by Law. This coupon cannot be doubled, tripled, quadrupled, or exchanged for cash. Coupon not valid toward previous purchase. Void if copied or transferred. In the event of a return, coupon savings may be deducted from your refund. One coupon per customer. Coupon may be combined with similar offer when combined purchase threshold is met.</p> <p>Coupon Redeemable at Mansfield &amp; Sharon, MA Shaw's only. Effective 8/29/03 - 9/4/03</p> <p>0 1 6 5 5 7 6 1 0 0 0 0 7 0</p>

**COMBINE & SAVE \$8 OFF THE PURCHASE OF \$80 OR MORE**  
8/22/03 to 8/28/03

**COMBINE & SAVE \$8 OFF THE PURCHASE OF \$80 OR MORE**  
8/29/03 to 9/4/03

Your Shaw's Rewards Card can help you save even more with discounts throughout the store.



**Shaw's**

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Windsor, CT 06095

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PRSRPT STD  
US Postage  
PAID  
ADVO, INC.

**Celebrate Our New Mansfield  
Grand Opening!  
August 22nd at 7am, 390 West Street, RT 140**

**Sharon celebrates too!**

145960

Valuable Coupons Inside Worth Over \$20!

S H A W ' S

# SIGNATURE™

B R A N D



## Picnic Planning Tips

Super Summer  
Salads!

Cool Treats  
To Beat  
The Heat!

Benefits of  
Breakfast!

# Free!

Summer 2002

## Great Grilling

Including Marvelous  
Marinade Tips



Dear Valued Customer,

June 2002

I am delighted to welcome you to our premier issue of Shaw's Signature Brand Magazine. We introduced Shaw's Signature Brand, a premium line of Shaw's Own Brand food products earlier this year. We are truly pleased with the positive response we have received from our customers.

Our new publication not only contains information about the more than 300 Shaw's Signature Brand items we currently offer, it includes very helpful and useful ideas and tips that will contribute to making everyday meals and special social occasions a success!

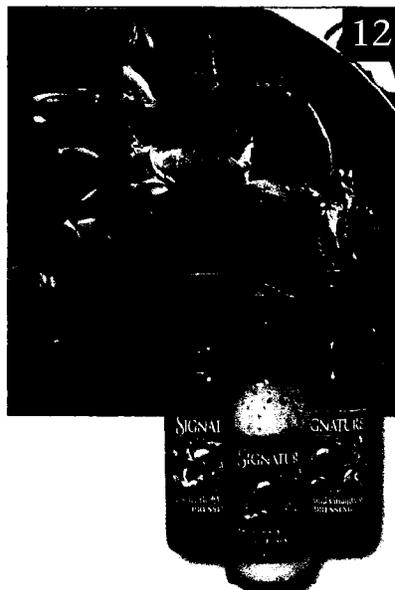
An added bonus found in each issue of Shaw's Signature Brand Magazine are the pages of 24 cost-saving coupons you'll find for some of our favorite items. We hope you will give these products a try. I have no doubt they will become favorites among your family and friends.

At Shaw's, we are very proud of all our Own Brand products. We take great care and pride to ensure that Shaw's Own Brand and Shaw's Signature Brand products are as good, or better than the national brands, at a very competitive price. Our Own Brand Development Team, Buyers and Product Technologists travel the world to find the best growers and manufacturers who must consistently meet our strict specifications and standards before they can produce Shaw's Own Brand items.

Our editorial staff is committed to take the same care and pride when putting together each new quarterly issue of Shaw's Signature Brand Magazine. Thank you for picking up your premier copy. I hope you will enjoy it and share the ideas, tips and recipes with your family and friends.

Best regards,

*Ross McLaren*  
 Ross McLaren  
 CEO



## Also Inside This Issue:

- Page 4** Great Grilling Tips
- Page 5** Marvelous Marinades
- Page 6** Picnic Planning Tips
- Page 11** The Benefits of Breakfast
- Page 12** Super Summer Salads

If you have comments, questions or suggestions regarding our Shaw's Signature Magazine, please forward them to our Consumer Response Center, P.O. Box 600, E. Bridgewater, MA 02333 or contact us at [www.shaws.com](http://www.shaws.com)

# SIGNATURE

B R A N D



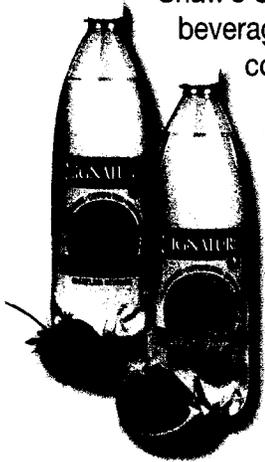
## Fruit Juice Bars...All Made With Chunks of Real Fruit!

Shaw's Signature Brand frozen Fruit Juice Bars are naturally fat free and contain only 100 calories each. Indulge yourself with the great taste of the finest fresh fruit, locked into a deliciously smooth frozen treat. Shaw's Signature Brand Fruit Juice Bars give you the fresh taste of summer all year-round.



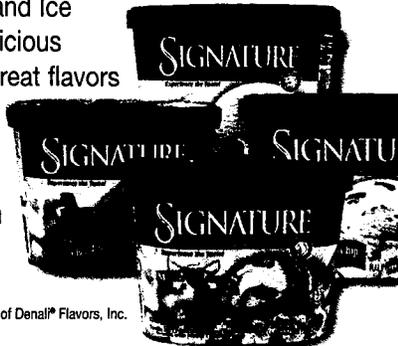
## Refreshing Water Beverages

Caffeine-free with zero calories...all Shaw's Signature Brand clear water beverages are naturally flavored and contain no aspartame. Now you can satisfy your thirst without all the sugar with both carbonated and non-carbonated Shaw's Signature Brand waters!



## Shaw's Signature Brand Ice Creams

Shaw's Signature Brand Ice Creams offer rich delicious taste in a variety of great flavors including Moose Tracks®, Chocolate and Vanilla Bean (a perfect companion to Shaw's Signature Brand Apple Pie).



Moose Tracks® is a registered trademark of Denali® Flavors, Inc.

## Cool Down With a Super Summer Smoothie!

There are many recipes for great summer smoothies. Here are a couple using a variety of Shaw's Signature Brand products:

### Mocha Frappe Smoothie (Makes 2-3 servings)

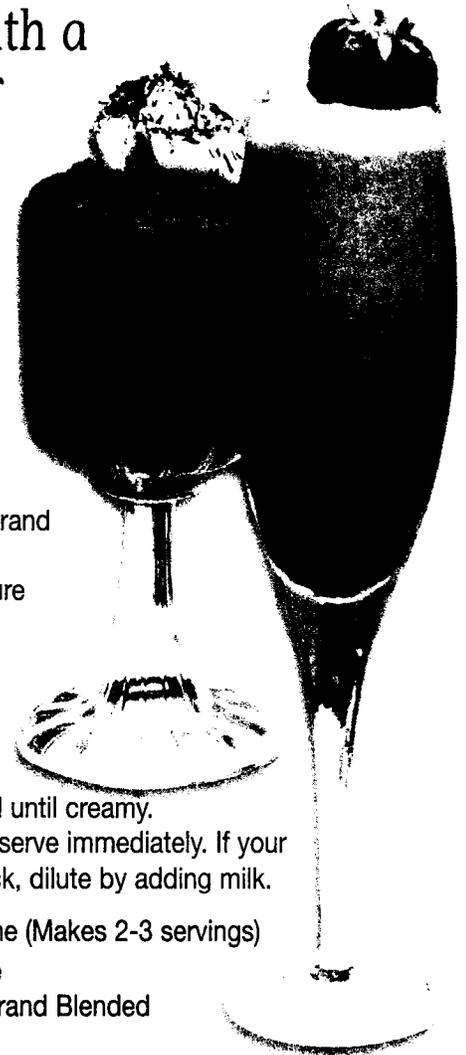
- 3 Shaw's Signature Brand Mocha Bars
- 1 cup Shaw's Signature Brand Chocolate Ice Cream
- 1/2 cup milk

Place milk in blender first. Follow with mocha bars and ice cream. Blend until creamy. Place in parfait glass and serve immediately. If your smoothie appears too thick, dilute by adding milk.

### Tropical Smoothie Supreme (Makes 2-3 servings)

- 1/2 cup pineapple juice
- 1/4 cup Shaw's Own Brand Blended Strawberry Yogurt
- 3 Shaw's Signature Brand Caribbean Frozen Fruit Bars (3 oz. each)
- 1/2 frozen banana

Place juice and Caribbean Fruit Bars in a blender and process until smooth. Add banana and yogurt; blend until smooth. Place in parfait glass and serve immediately. If your smoothie appears too thick, dilute by adding additional ice or juice.

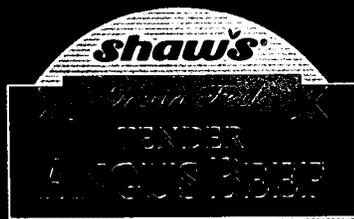


## Smoothie Hints:

- If you prefer a thicker smoothie, increase the quantity of the frozen fruit bars or add more yogurt.
- To frost a glass or mug, dip it in cold water and place in the freezer for at least one hour.

## Cool Iced Tea Trick!

For ice that won't dilute your tea, freeze your tea in ice cube trays. For extra zing, add twists of lemon zest before filling and freezing.



## Angus Beef Means Great Grilling!

Shaw's is proud to offer grain-fed Midwestern Angus Beef in all of our stores. Selected for quality and consistency, hand-trimmed to 1/8", and aged for tenderness, Shaw's grain-fed Angus Beef practically melts in your mouth. Fire up the grill, and enjoy steakhouse quality beef at supermarket prices.

## Wood Is Good!

You can add delicious flavor to your grilled foods by adding wood chips, vines or wood chunks (hickory, oak, mesquite, lavender, sassafras, grapevine or fruit woods) to your charcoal grill. Be sure to soak them in cold water for 30-45 minutes before using. Drain and sprinkle liberally right over the charcoal. If you are using a gas or electric grill, wrap the wood tightly in foil leaving the ends open and punch a few holes in the "foil log" to allow the aroma to escape.

## Timing the Perfect Steak...

Here is an easy-to-follow chart for grilling the perfect steak:

Thickness	1"	1-1/2"	2"
Cooking Time:			
Rare	15-20	20-25	30-35
Medium	20-25	30-35	35-40
Well Done	25 & over	35 & over	40 & over
Grill Height	2"-3"	2"-3"	3"-5"

Grill surface temperature should be about 350 degrees.

Cooking times are in minutes.

## Easy Gas Grill Cleaning...

Do you shy away from barbecuing because the grilling grate is never clean? This easy tip makes cleaning your gas grill a snap and will have you planning your next barbecue before you're finished! After all foods have been prepared and removed from the grill, place a large piece of aluminum foil over the grate and turn the gas up to high for about one minute then turn it off. The aluminum foil concentrates the heat on the grate burning everything to a fine ash. After it has all cooled down, crumple the foil and use it to brush off the grate.



# Marvelous Marinades

Using the new Shaw's Signature Brand line of marinades before grilling can make the difference between a good meal and a great one! By definition, "to marinate" means to soak in a flavorful sauce used to enhance and enrich the flavors of meats, fish and/or vegetables.

**Easy Marinating Tip:** A ziplock bag is a great tool for convenient marinating. It lets you use less marinade and it helps you to conserve space in your refrigerator. Simply place the items to be marinated in a bag, pour in just enough marinade to generously coat the food, squeeze the air out and securely seal.



Our Patties Are Ready When You Are

Shaw's Signature Brand Beef Patties are tender and juicy. These fresh frozen, delicious, ready-to-cook patties are perfect for summer grilling...and they're ready to cook when you are!

## Fully Cooked Ribs...Just Heat and Eat

Fully cooked, and smothered with our special recipe barbecue sauce, these ribs are perfect for any holiday gathering.

Our microwave instructions ensure you can enjoy these ribs anytime!



# SHAW'S SIGNATURE BRAND



## Marinated Grilled Tuna

- Shaw's Signature Brand Dijon, Herb & Honey Marinade
- 4 tuna steaks (about 6 oz. each)

Put tuna steaks in a shallow dish in a single layer and add the Dijon, Herb & Honey Marinade, turning to coat. Cover with plastic wrap and refrigerate for at least 30 minutes, turning once.

Prepare grill. Remove the tuna steaks to a plate, shaking off the excess marinade. Discard the excess marinade. On a grill rack, cook the tuna for about 5 minutes on each side or until desired doneness.

### Food Safety Tip:

Always marinate food in your refrigerator and do not re-use excess marinade.





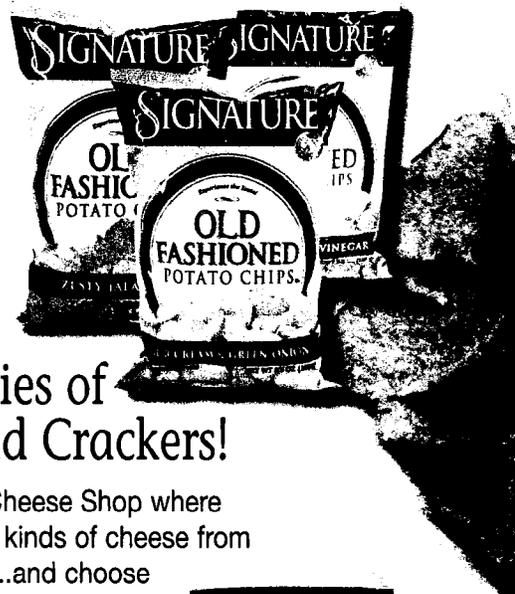
## Picnic Planning Tips

When planning your picnic, the key word is planning! First, you need to pick the right location. Whether it is a spread at the beach, a local park or a roadside stop, choosing the right location will add to the success of your picnic. Look for a comfortable, shady area with restrooms nearby. Scope out a grill if you are barbecuing. Second, pack the right supplies: cushions & quilts, plenty of ice, utensils (plastic bowls, paper plates, plastic silverware, napkins, corkscrew, matches, salt and pepper, can opener, etc.), paper towel, charcoal, and trash bags for easy cleanup. If you are bringing your dog, don't forget the dog food and water bowl. Third, consider games for kids and adults alike. Frisbees, balls, water toys and water guns, croquet, checkers and cards can all add to the fun of your picnic! Fourth, don't forget the sunscreen and insect repellent!



## Delicious Shaw's Signature Brand Old Fashioned Chips

The unmistakable taste of open kettle cooking gives Shaw's Signature Brand Potato Chips a perfect golden crunch. You can choose from Original Flavor, Sour Cream & Green Onion, Sea Salt & Malt Vinegar and Zesty Jalapeno... we have a flavor for every taste!



## 150 Varieties of Cheese and Crackers!

Visit the Shaw's Cheese Shop where we offer over 150 kinds of cheese from around the world...and choose your favorite variety of Shaw's Signature Brand Crackers to complement any picnic dish.



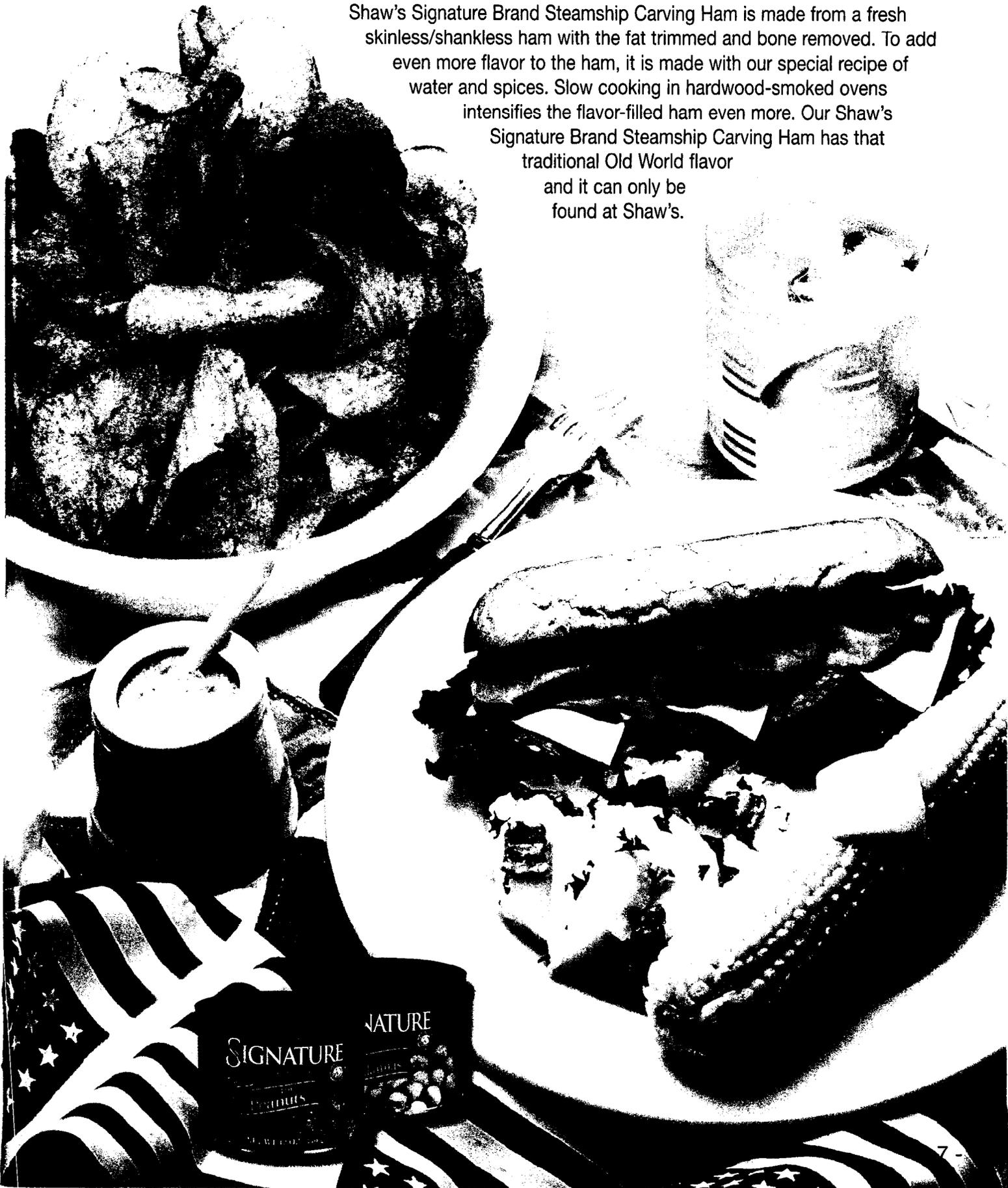
## Add Zest and Flavor With Shaw's Signature Brand Mustards, Relishes and Mushrooms...

Nothing makes a sandwich taste great like a hearty helping of Shaw's Signature Brand Mustard or one of Shaw's Signature Brand Flame Roasted Relishes. You can also add flavor to your picnic with Shaw's Signature Brand Marinated Mushrooms.



# Shaw's Signature Brand Carving Ham

Shaw's Signature Brand Steamship Carving Ham is made from a fresh skinless/shankless ham with the fat trimmed and bone removed. To add even more flavor to the ham, it is made with our special recipe of water and spices. Slow cooking in hardwood-smoked ovens intensifies the flavor-filled ham even more. Our Shaw's Signature Brand Steamship Carving Ham has that traditional Old World flavor and it can only be found at Shaw's.





VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON

**\$100 Off**

Shaw's Signature Brand Ice Cream  
All Varieties, 64 oz. Size. Exp. 9/5/02



**\$100 Off**

Shaw's Signature Brand Frozen Coffee Bars  
All Varieties, 18 oz. Size. Exp. 9/5/02



**\$100 Off**

Shaw's Signature Brand Salad Dressings  
All Varieties, 12 oz. Size. Exp. 9/5/02



VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON

**\$100 Off**

Shaw's Signature Brand Frozen Fruit Bars  
All Varieties, 18 oz. Size. Exp. 9/5/02



**\$100 Off**

Shaw's Signature Brand Marinades  
All Varieties, 12 oz. Size. Exp. 9/5/02



**50¢ Off**

Shaw's Signature Brand Fresh Sausages  
All Varieties. Exp. 9/5/02



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**\$100 Off**

Shaw's Signature Brand Extra Virgin Olive Oil  
All Varieties, 17 oz. Size. Exp. 9/5/02



**\$100 Off**

Shaw's Signature Brand Relish  
All Varieties, 12 oz. Size. Exp. 9/5/02



**\$100 Off 2**

Shaw's Signature Brand Marinated Mushrooms  
All Varieties, 8 oz. Size. Exp. 9/5/02



VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON

**\$100 Off 2**

Shaw's Signature Brand Mustard  
All Varieties, 9 oz. Size. Exp. 9/5/02



**\$100 Off 2**

Shaw's Signature Brand Antipasto  
All Varieties, 10 oz. Sizes. Exp. 9/5/02



**\$100 Off 2**

Shaw's Signature Brand Pesto  
All Varieties, 6.7 oz. Size. Exp. 9/5/02



VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON

**Pull Out This Valuable Coupon Section & Save**



VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON

**\$100 Off**

Shaw's Signature Brand Cereal  
Toasted Grains, 16 oz. or Multi Grain Crisp,  
14 oz. Size. Exp. 9/5/02



**\$100 Off 2**

Shaw's Signature Brand  
Cooking Wines All Varieties,  
12.7oz. Size. Exp. 9/5/02



**\$100 Off 2**

Shaw's Signature Brand  
Flavored Vinegars  
All Varieties, 12.7oz. Size. Exp. 9/5/02



VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON

**\$100 Off**

Shaw's Signature Brand  
World Sauces  
All Varieties, 16 oz. Size. Exp. 9/5/02



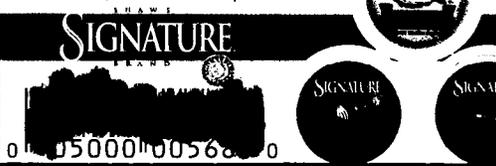
**\$100 Off**

Shaw's Signature Brand  
Black Angus Steak or Roast  
Any Cut or Variety. Exp. 9/5/02



**\$100 Off 2**

Shaw's Signature Brand  
Cream Cheese  
6 Varieties, 8 oz. Size. Exp. 9/5/02



VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON

**\$100 Off** 2 Six Packs

Shaw's Signature Brand  
Flavored Spring Water  
All Varieties, 1/2 Liter Size. Exp. 9/5/02



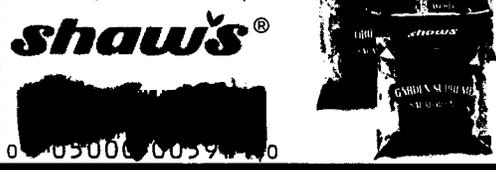
**\$100 Off 5**

Shaw's Own Brand Yogurt  
27 Varieties, 8 oz. Size.  
Exp. 9/5/02



**\$100 Off**

Shaw's Own Brand  
Market Fresh Salad Mixes  
All Varieties, Assorted Sizes. Exp. 9/5/02



VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON VALUABLE COUPON • VALUABLE COUPON

**\$100 Off** 1 lb. or More

Shaw's Signature Brand  
All Natural Roast Beef Deli Meat  
Exp. 9/5/02



**\$100 Off** 1 lb. or More

Shaw's Signature Brand  
Steamship Carving Ham Deli Meat  
Exp. 9/5/02



**\$100 Off** 1 lb. or More

Shaw's Signature Brand  
Thanksgiving Turkey Breasts Deli Meat  
Exp. 9/5/02



All Coupons Redeemable At Shaw's Supermarkets & Star Markets



SIGNATURE

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SIGNATURE

SIGNATURE

SIGNATURE

Colombian

Dark Roast

Chamomile

SIGNATURE

Raspberry

SIGNATURE

Apple Strawberry

SIGNATURE

White Grapefruit

SIGNATURE

Pure Maple Syrup

Grade A Dark Amber

Experience the Taste!

NET 12.5 FL. OZ. (369 mL)

SIGNATURE

Pure Maple Syrup

Grade A Dark Amber

Experience the Taste!

NET 12.5 FL. OZ. (369 mL)

SHAW'S

SIGNATURE

BRAND



## Start Your Day the Right Way... Eat Breakfast!

Breakfast is one of the most important meals of the day and statistics show that people who eat breakfast are much more likely to:

- Have better diets
- Have less excess body fat
- Have a higher intake of dietary fiber
- Feel and perform better

Breakfast is especially valuable for children as it provides important sources for the RDI (recommended daily intake) of protein, vitamins A, B1, B2, B3 and C, iron, magnesium, calcium and more.

For a quick and nutritious breakfast for your family, try a Shaw's Own Brand fresh baked bagel and one of six great flavors of Shaw's Signature Brand Cream Cheese.



## Shaw's Signature Brand 100% Juices

Whether you prefer a tangy Apple Blend, a tart Cranberry blend or refreshing Grapefruit Juice, Shaw's Signature Brand 100% juices contain at least 130% of the daily requirement of vitamin C to keep your body healthy while your mouth stays happy!

## Shaw's Signature Brand Granola

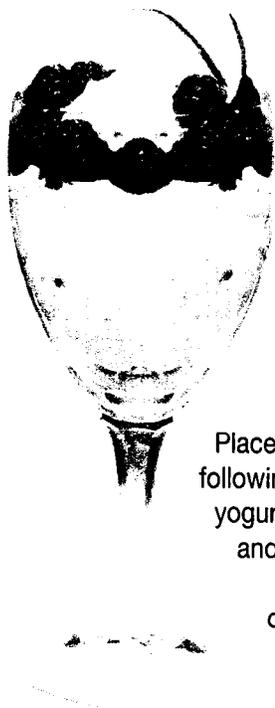


What makes Shaw's Signature Brand Granola so good? To start, we choose only the tastiest ingredients: crunchy whole grains of oats and wheat rolled into flakes; brown sugar to add sweetness; coconut, sliced almonds and golden honey. We blend all this together to bring you our 100% all natural cereal - it's so delicious you won't want to keep this just for breakfast time! Try a bowl of our granola cereal at any time of day and enjoy the flavor and the nutritional benefits it brings to you.

## Enjoy Shaw's Signature Brand High Fiber Cereals

Shaw's Signature Brand cereals are low in fat, contain no cholesterol, are high in iron and a good source of B

vitamins. We suggest you serve them with your choice of fresh fruit available in season from Shaw's produce department.

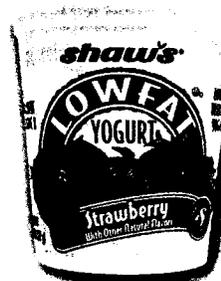


## Shaw's Breakfast Blender Supreme

(Makes 2-3 servings)

- 3 Shaw's Signature Brand Strawberry Fruit Bars (3 oz. each)
- 1 cup Shaw's Own Brand Blended Strawberry Yogurt
- 1 banana
- 1/2 cup Shaw's Signature Brand Granola

Place all ingredients in a blender in the following order for ease in blending: yogurt, banana, strawberry fruit bars and granola. Blend to desired consistency; pour into serving containers and serve immediately. Garnish with your choice of fresh fruit in season.



S H A W ' S

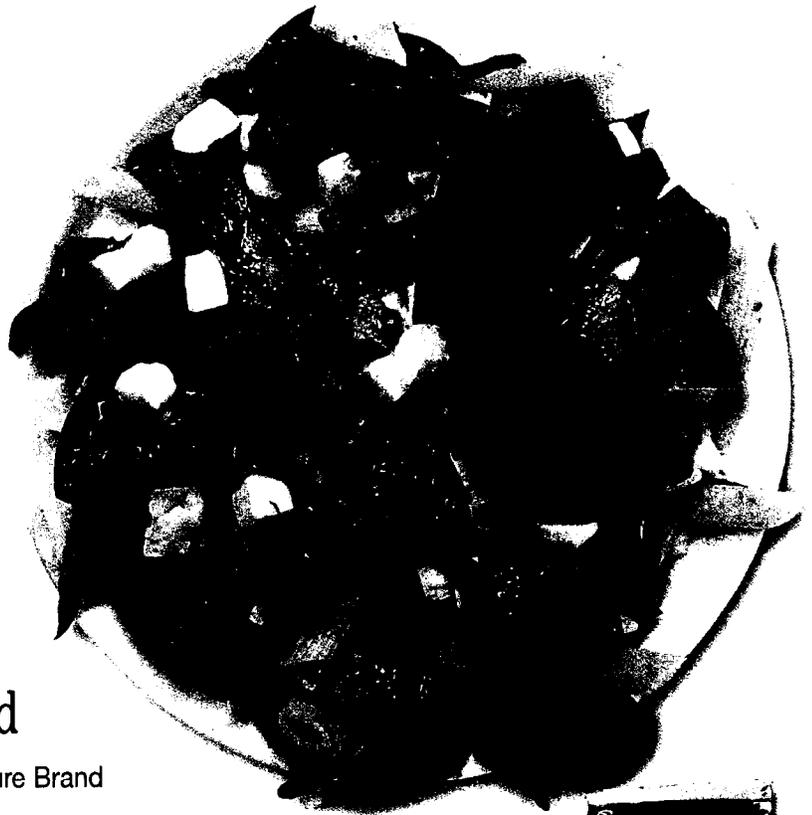
# SIGNATURE

B R A N D



## Shaw's Has All Your Summer Salad Needs...

There is nothing like the refreshing taste of a cool salad on a hot summer day...and great summer salads begin at Shaw's! Shaw's has all your fresh salad needs including these three great-tasting salad recipes for your next weekend picnic...or just a quick, healthy meal when you get home from work!

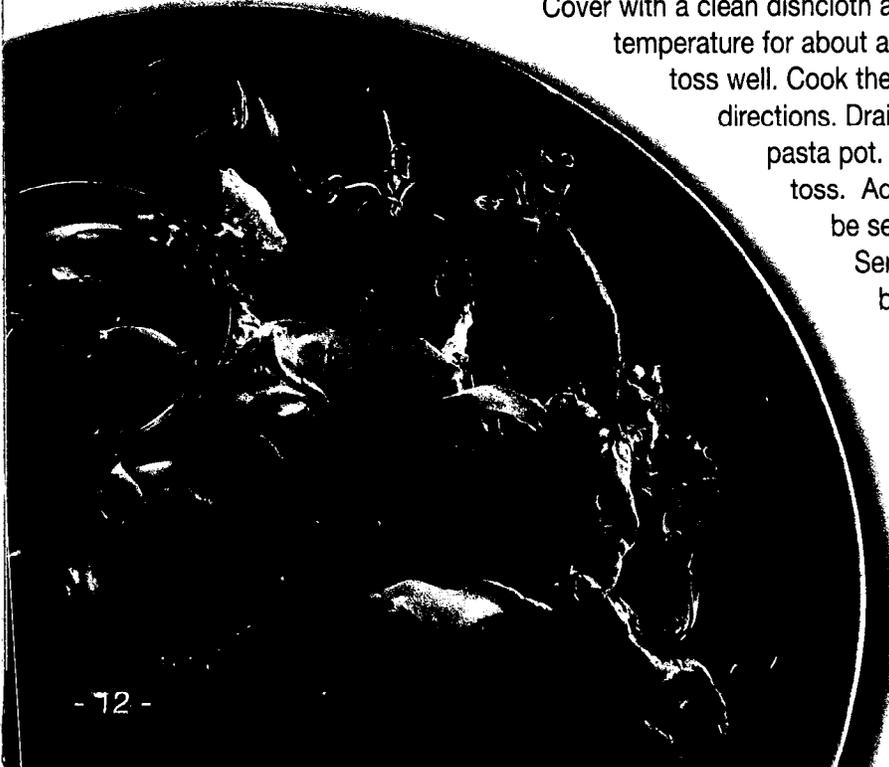


### Penne Caprese Salad

- 16 oz. Shaw's Signature Brand Penne Rigate
- 1 - 2 fresh ripe tomatoes, coarsely chopped
- 8 oz. fresh mozzarella cheese, cut into 1/2 inch cubes
- 4 Tbsp. Shaw's Signature Brand Extra Virgin Olive Oil
- 1 Tbsp. red wine vinegar
- 1/2 cup fresh basil leaves, shredded
- salt and freshly ground black pepper

Mix mozzarella, tomatoes, oil and vinegar in a deep bowl. Season to taste with salt and freshly ground black pepper. Cover with a clean dishcloth and let sit at room temperature for about an hour. Add the basil and toss well. Cook the pasta according to package directions. Drain pasta and return to the warm pasta pot. Pour on the tomato mixture and toss. Add seasoning to taste. Dish may be served hot or cold. Serves 6-8. Serve with fresh Italian bread and butter, and a good Chianti wine.

Shaw's Signature Brand Offers You the Perfect Accents for Any Salad...



# Chinese Chicken Salad

- 1 jar Shaw's Signature Brand Hot Plum Sauce
- 1 pinch ground ginger
- 6 cups Shaw's Own Brand Hearts of Romaine lettuce
- 1 cup fresh bean sprouts
- 4 cups boneless chicken breast halves, boiled and shredded
- 1/2 cup cornflakes cereal
- 1/4 cup sliced almonds, toasted
- 1 pinch ground black pepper
- 2 Tbsp. sesame seeds or dry noodles (optional)

Pour Shaw's Signature Brand Hot Plum Sauce into a large bowl. Sprinkle ground ginger into the bowl and mix it thoroughly with the sauce. Place romaine lettuce and bean sprouts into the bowl of sauce and toss a few times. Add the shredded chicken to the bowl and toss it thoroughly with the lettuce and bean sprouts. Transfer the salad into a large serving bowl or 4 separate serving bowls. Top with cornflakes, almonds and a pinch of ground black pepper. Sprinkle with sesame seeds, if desired. Chill 1 hour before serving.



# Gnocchi Sardi Salad

- 16 oz. Shaw's Signature Brand Gnocchi Sardi, cooked and drained
- 1/4 cup Shaw's Signature Brand White Wine Vinegar
- 3 Tbsp. Shaw's Signature Brand Extra Virgin Olive Oil
- 3/4 tsp. sugar
- 3/4 tsp. salt
- 1/4 tsp. coarsely ground black pepper
- 1 red pepper, cut into thin strips
- 1 yellow pepper, cut into thin strips
- 2 tomatoes, seeded and diced
- 10 oz. jar Shaw's Signature Brand Marinated Artichoke Hearts, drained and halved
- 2 cups arugula or watercress



In a large bowl, mix vinegar, olive oil, sugar, salt and black pepper. Add red and yellow peppers, tomatoes, artichokes and cooked pasta; toss to coat. Cover and refrigerate if not serving right away. Just before serving, set aside a few whole arugula leaves for garnish. Tear remaining arugula into bite-size pieces; toss with salad mixture. Garnish with arugula leaves. Serves 6-8. Serve with Italian bread and a small wedge of Shaw's Signature Brand of Asiago cheese, and a Zinfandel wine.



S H A W ' S

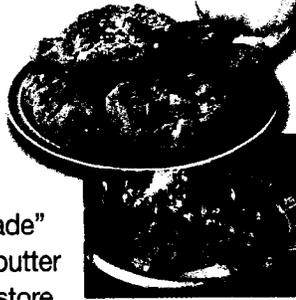
# SIGNATURE

B R A N D



## Shaw's Signature Brand Desserts...a Treat for Every Occasion!

Cookies, cakes and pies... Shaw's has the perfect dessert for every function. Our complete line of Shaw's Signature Brand soft "homemade" cookies are made with 100% butter and they're available in our in-store bakeries. Flavors include Chocolate Chunk, White Chocolate Raspberry and White Chocolate Macadamia. Our fresh pies are available in Apple or Apple Cranberry.



## Shaw's Signature Brand Packaged Cookies...

If you prefer a "crunchy" cookie, try Shaw's Signature Brand packaged cookies

available in Shaw's cookie aisle. Flavors include Chocolate Chunk, Raspberry Chocolate Chip, Peanut Butter Chocolate Chip, Key Lime White Chocolate, White Chocolate Macadamia and Chocolate Chunk Pecan.

## Shaw's Has Custom Cakes Perfect for Any Occasion!

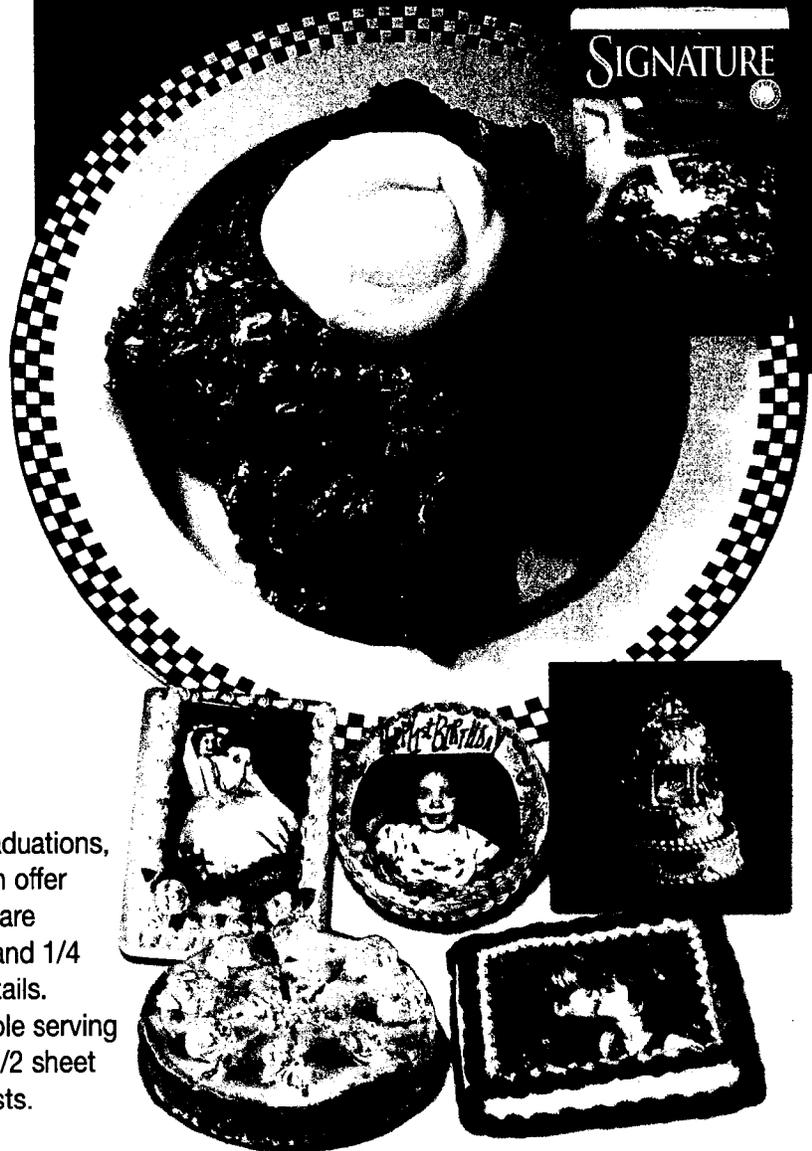
With homemade taste and homemade flavor, Shaw's offers custom cakes for every occasion including graduations, showers, birthdays, anniversaries and more! We even offer wedding cakes and Memories On Cake™. All cakes are available in gold, chocolate and marble...in full, half and 1/4 sizes. Please call your local Shaw's for additional details.

NOTE: To help plan your party, remember these simple serving tips for sheet cakes: a 1/4 sheet serves 10 to 14, a 1/2 sheet serves 24 to 30 and a full sheet serves 50 to 60 guests.

## Apple Crumble

- 5 tart cooking apples, peeled, cored, thinly sliced
- 2 Tbsp. lemon juice
- 1/2 cup sugar
- 1 tsp. cinnamon
- 2 tsp. grated orange peel
- 1-1/2 cups Shaw's Signature Brand Oats & Honey 100% Natural Granola Cereal
- 1/2 cup all-purpose flour
- 1/2 cup firmly packed brown sugar
- 1/2 cup butter or margarine, softened

Heat oven to 375° F. In large bowl place sliced apples; sprinkle with lemon juice, sugar, cinnamon and orange peel. In medium bowl combine granola, flour, brown sugar and butter; stir together until crumbly. Place apples in 9" baking pan; sprinkle with granola mixture. Bake 30 - 35 minutes or until golden brown. Serve warm with ice cream. Yield: 6 servings.





# HARVEST

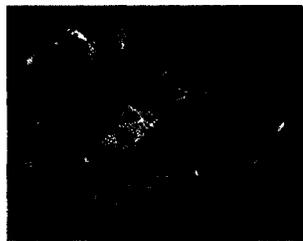
Wild Harvest is our natural foods "store within a store" offering an innovative variety of natural and organically grown foods, natural alternatives for health and beauty care, and environmentally safe paper and cleaning products. More and more families are discovering the benefits of eating healthy. With over 4,000 natural grocery products in Wild Harvest, 100% natural Wild Harvest chicken, beef and pork in our meat department, and a wide variety of organic fruits and vegetables in the produce section, there's no need to shop elsewhere. Shaw's and Star Market have everything you need to enjoy a healthy lifestyle.

Try this easy and delicious recipe and discover the wonderful Wild Harvest taste for yourself!

## Chicken Strips in Croissants

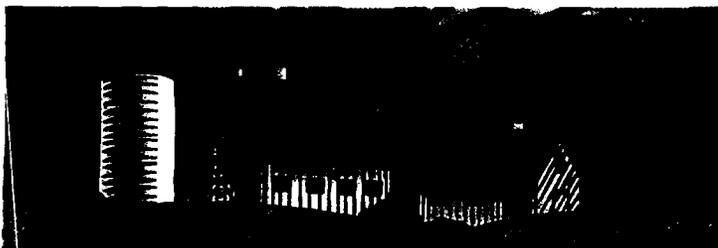
- 4 Wild Harvest boneless, skinless chicken breast halves, cut in thin strips, or 1 pound of tenders
- 1/2 cup fat-free red wine vinegar salad dressing
- 1/4 cup low sodium soy sauce
- 1 clove garlic, minced
- 1 cup alfalfa sprouts
- 4 large croissants, split and warmed

In a small saucepan, place salad dressing, soy sauce and garlic; bring to a boil over high heat. Add chicken and let sit for 10 minutes. Pour off all of the sauce and return it to a small saucepan; boil about 4 minutes.



Place a 10-inch heavy fry pan over medium high temperature and heat about 2 minutes; spray with vegetable cooking spray. Add chicken strips in single layer; cook 2 minutes without stirring. Turn chicken and cook 4 minutes more, stirring occasionally. To assemble the sandwiches, place 1/4 cup of the chicken strips in each croissant; spoon 1 tablespoon of sauce over chicken and top with 1/4 cup alfalfa sprouts. Makes 4 servings.

Wild Harvest items may not be available in all stores. Visit [www.shaws.com](http://www.shaws.com) and click on the specialties link for a complete list of Wild Harvest shop locations.



A Natural for  
the Way You Live

# Going on Vacation?

There are 186 Shaw's and Star Market stores throughout New England. The stores listed below are conveniently located in your favorite vacation destinations. For a complete store list visit us at [www.shaws.com](http://www.shaws.com)

## **Massachusetts**

Carver  
Cedarville  
Fairhaven  
Gloucester  
Sturbridge  
Webster

## **Cape Cod**

Falmouth  
Harwich  
Hyannis  
Mashpee  
Orleans  
Yarmouth

## **Rhode Island**

Middletown  
Wakefield  
Westerly

## **Connecticut**

Clinton  
Westport

## **Vermont**

Fair Haven  
Ludlow  
Manchester  
Middlebury  
Newport  
Poultney  
Randolph  
Stowe  
Waitsfield  
Williston  
Wilmington

## **New Hampshire**

Gilford  
Gorham  
Keene  
Laconia  
Lebanon  
Littleton  
North Conway  
North Hampton  
Seabrook  
Tilton  
West Lebanon

## **Maine**

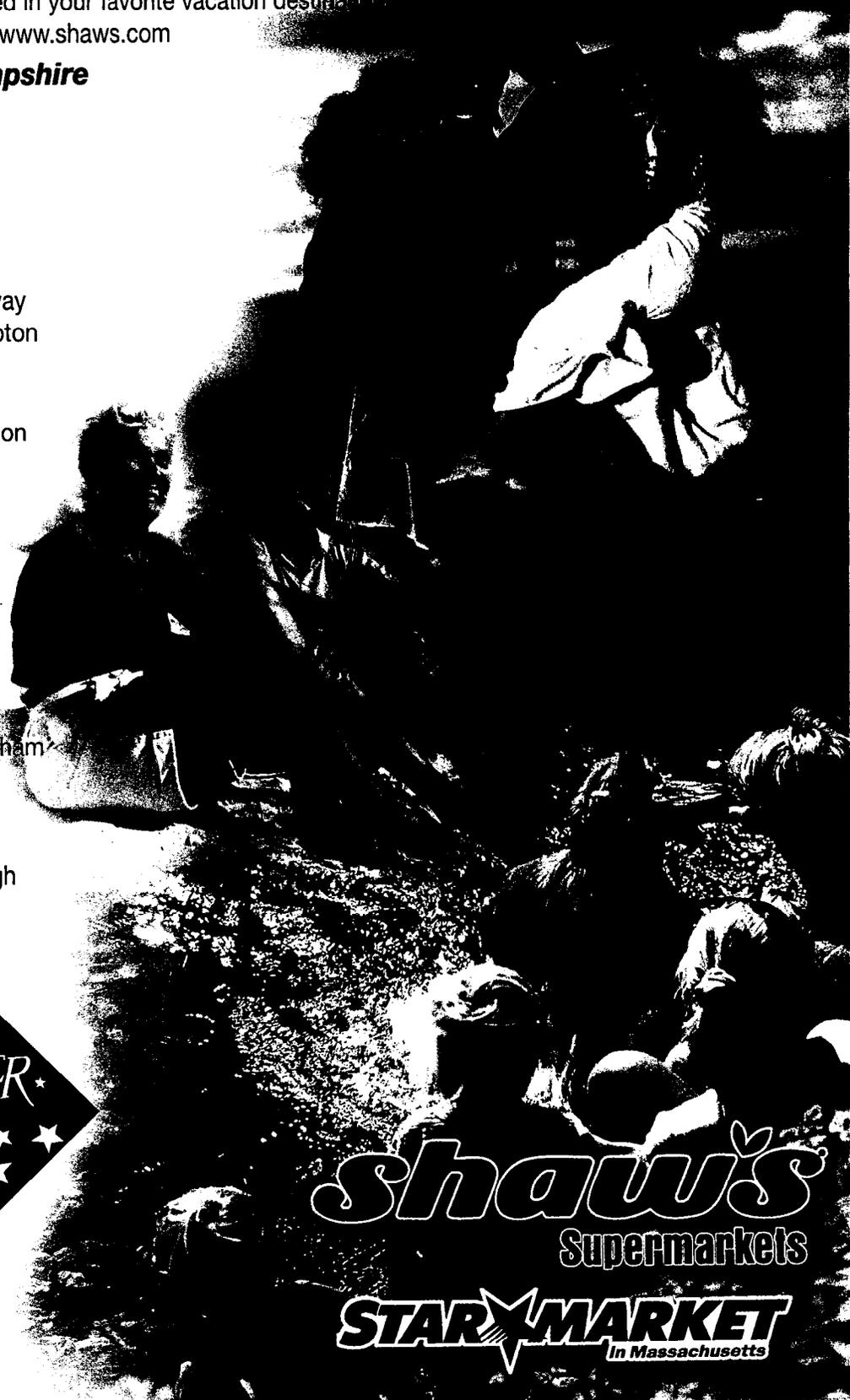
Auburn  
Augusta  
Bangor  
Bath  
Biddeford  
Brunswick  
Ellsworth  
North Windham  
Rockland  
Saco  
Sanford  
Scarborough  
Waterville



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**shaw's**  
Supermarkets

**STAR MARKET**  
In Massachusetts



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November 14, 2003

SECTION: Pg. NA

IAC-ACC-NO: 110170625

LENGTH: 982 words

HEADLINE: New Star Market Opens in Dedham, MA \*\*\*\*\* Company's Largest Store in Chain Focuses on Today's Family.

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 PR Newswire Association, Inc.

BODY:

WEST BRIDGEWATER, Mass., Nov. 14 /PRNewswire/ -- The new Star Market store at 795 Providence Highway in Dedham opens its doors on Friday, November 14, 2003. At nearly 80,000 square feet, the layout and product offering of the new store reflects the diverse needs of the Dedham area. The new store will employ approximately 200 Dedham area residents.

"We tailor our stores to meet the needs of the community so we are particularly proud to showcase this new, family orientated, full service, state-of-the-art supermarket on the busy Route One stretch in Dedham. Our goal in designing this store, was to appeal to today's family," said Paul Gannon, Shaw's President and Chief Executive Officer. "Pillows and comforters in the expansive non-foods department, kids 'lunchbox' meals in the LaCarte Department and the Bunches of Fun child play area are just a few examples of the selection of products and services of this store aimed to provide a little help along the way to busy moms and families."

#### The Offering and Service Selection

The Dedham store will feature large departments such as Produce with organics, Lacarte prepared foods, Kosher, Bakery, Seafood, Deli, Dairy, Frozen Foods, Meat and Pet Supplies. Additional services and specialty shops include: Well-being, Pharmacy, Wild Harvest, Shop the World, Sushi, Bunches of Fun child play area, In-Season section, Candy, Coffee, Baby, Dollar Deals, Cook, Work and Play, Well Read and Home Central, etc.

#### Shop the World and Wild Harvest

The store has a large Shop the World section that features more than 2,200 total items from over 20 countries. Family favorites in Shop the World range from tacos and Canilla rice to Hoisen sauce and coconut milk.

Another special feature of this store is Wild Harvest Natural Food Department. The Wild Harvest shop has approximately 3,3000 natural and organic products from categories that include frozen foods, dairy, household, body care and vitamins. Unique assortments include a low carb category for the weight conscience consumer and a gluten free category for consumers with allergies to wheat products.

#### A little help along the way

In every Department throughout the store, there are products or services aimed to provide a little help to customers. In the meat department there is large area dedicated to family and value packages of steaks, pork chops, boneless chicken

breasts, etc. The popular LaCarte area features new items including an ICEE slushy machine and a kid's menu that features favorites such as grilled cheese, macaroni and cheese and pizza. The non-foods offering in the store is large and exciting. It offers a wide range of products from shower curtains to computer supplies. Also available in the non-food area are the following new departments:

- As Seen on TV -- Just what the name suggests ... items that have appeared on TV
- Work and Create -- Expanded stationery including home office and computer supplies, arts and crafts and educational products
- Let's Celebrate -- Paper goods, pinatas, candles, cards, party favors, etc.
- Good Value for Money -- Dollar section, personal appliances, home decor
- Toy's Fun and Games -- Puzzles, games, dolls, etc.
- Bedding -- A basic assortment of pillows, comforters, sheets and towels
- Cook -- Everything you need to make cooking easier including: gadgets, pots/pans, glassware, towels, appliances and dinnerware.

#### Bunches of Fun

Dedham is the fourth store in the chain to offer the very popular Bunches of Fun child play area. Shaw's Supermarket provides this FREE supervised play area as a convenience to our customers while shopping at Shaw's or Star Market. Bunches of Fun provides children aged 3-9 with an amusing and entertaining retreat. The play area is stocked with fun things for kids to do including: games, blocks, books, arts and crafts material, Nintendo, videos and much more.

To take advantage of Bunches of Fun, parents must first register the child and the names of all people that might be dropping off or picking up the child from the play area. Once officially registered, the child can play for up to an hour and half while their registered parent or escort shops at the store. To further protect the safety of the children using Bunches of Fun, every child and parent receives an identification wristband. Parents are also given a beeper just in case an Associate staffing the play area needs to get in contact with them. In addition, there are cameras inside the Bunches of Fun Department and televisions located in the store so that while shopping the parent can keep an eye on what their child is doing.

#### The Environment

Shaw's is an award winning EPA Energy Star Partner, as well as a Green Power Partner with Energy Star Labeled stores across New England. The Company has implemented innovative energy and environmental conservation programs and continues to implement best practices for waste minimization, logistics efficiencies and resource management.

#### About Shaw's

Throughout the six New England states, there are 198 Shaw's and Star Market store locations serving more than four million customers each week and employing approximately 30,000 associates. During the most recently completed fiscal year, total Company sales were \$4.4 billion. Shaw's and Star Markets are wholly-owned subsidiaries of J Sainsbury plc. For additional information, please visit <http://www.shaws.com/>.

Shaw's Spokesperson:

Terrence C. Donilon

Telephone: (508) 313-3318

Pager Service: 1-800-LESHAWS

CONTACT: Shaw's Spokesperson: Terrence C. Donilon of Shaw's, +1-508-313-3318, or Pager Service: 1-800-LESHAWS

IAC-CREATE-DATE: November 14, 2003

LOAD-DATE: November 18, 2003

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October 31, 2003

SECTION: Pg. NA

IAC-ACC-NO: 109512901

LENGTH: 415 words

HEADLINE: Shaw's Vergennes Opens Today; Former SuperValu Associates Hired by Shaw's.

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 PR Newswire Association, Inc.

BODY:

WEST BRIDGEWATER, Mass., Oct. 31 /PRNewswire/ -- The new Shaw's Supermarket in Vergennes, Vermont opened this morning at 7:00 A.M. The store, located at Monkton Road, was converted this past week to a Shaw's following the Company's recent acquisition of the former SuperValu market.

The Company also opened new Shaw's in Walpole and Newport, New Hampshire this morning. The 20,252 sq. ft. store in Vergennes will employ 70 associates who are all former employees of the Vergennes SuperValu. In addition, the store will be managed by Randy Thompson who was the manager of the former SuperValu in Vergennes.

"Shaw's is pleased to be opening a new store in Vergennes," said Paul Gannon, Shaw's President & CEO. "Maintaining the continuity and local flavor at this market was important to us as we retained a team of associates who know the area and understand the needs of the customers we will serve." Gannon added, "To our new associates we say welcome. To our new customers we look forward to serving you for many years to come in the tradition of great service and outstanding product offering that has come to symbolize Shaw's Supermarkets throughout New England."

As part of the transition from SuperValu to Shaw's, area residents have been sent Shaw's Rewards Cards so that they can begin to enjoy significant savings now that the doors have opened for business. If a customer chooses, they can upgrade the card to receive check cashing privileges as well as to sign up for additional offers from Shaw's and other retail partners.

Additionally, customers will be able to choose from a wide variety of products including Shaw's Own Brand of quality products. Hours of operation will be 7:00 A.M. to 9:00 P.M. seven days a week.

About Shaw's

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Web site: <http://www.shaws.com/>

IAC-CREATE-DATE: October 31, 2003

LOAD-DATE: November 04, 2003

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Chain Store Age

November 1, 2003

SECTION: No. 11, Vol. 79; Pg. 14; ISSN: 1087-0601

IAC-ACC-NO: 110736150

LENGTH: 64 words

HEADLINE: Shaw's Supermarkets will bring Dunkin' Donuts boutiques to seven stores next month; Supermarkets;  
Brief Article

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 Lebar-Friedman, Inc. Subscription: \$99.00  
per year. Published monthly. 425 Park Avenue, New York, NY 10022.

BODY:

Shaw's Supermarkets will bring Dunkin' Donuts boutiques to seven stores next month. The grocer, which operates 191 supermarkets in six New England states, hopes to open the in-store shops--four in New Hampshire, two in Maine and one in Vermont--by the first week of this month. Dunkin' Donuts also operates instore shops within The Home Depot, Stop & Shop and Starer Bros. stores.

IAC-CREATE-DATE: December 1, 2003

LOAD-DATE: December 04, 2003

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ADWEEK New England Edition

October 29, 2003

SECTION: Pg. NA ; ISSN: 0888-0840

IAC-ACC-NO: 109929976

LENGTH: 260 words

HEADLINE: Double Duty for Connelly Partners; campaigns for Shaw's Supermarkets, Fallon Community Health Plan; Brief Article

BYLINE: Gianatasio, David

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 VNU Business Media Subscription: \$99.00 per year. Published weekly. 770 Broadway, 6th Floor, New York, NY 10003.

BODY:

BOSTON -- Connelly Partners is breaking its first significant work for two recently added clients: Shaw's Supermarkets and Fallon Community Health Plan.

For West Bridgewater, Mass.

-based Shaw's, Connelly is introducing the theme "A little help along the way" in an effort to communicate with Shaw's target audience, mothers with school-age children. Four 30-second TV spots depict everyday situations moms face, showing how Shaw's (and its sister chain Star Market) can help.

For Fallon Community Health, the agency has replaced the previous positioning, "Where you belong," with "Life's always changing. And so are we." In one TV execution, a middle-aged husband is seen trying to fit into his 1980s-era leather pants only to discover they no longer fit. A second spot shows a mom getting some help from her young daughter when her computer freezes. The message: Fallon changes and grows along with consumers' needs.

The 195-store Shaw's chain chose Boston-based Connelly for its estimated \$3-5 million account following a review that finished in February. Allen & Gerritsen had previously handled the business and defended. Connelly won Fallon Community Health's \$2-3 million account in July in a competition that included incumbent RDW Group in Providence, R.I.

Independent Connelly (formerly Connelly Partners/CGN) has been one of the region's best-performing agencies this year. In addition to Shaw's and Fallon Community Health, the shop has also added assignments from Holmes Group's Rival Kitchen, Stoneyfield Farm and others.

IAC-CREATE-DATE: November 9, 2003

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PR Newswire

October 2, 2003

SECTION: Pg. NA

IAC-ACC-NO: 108440060

LENGTH: 541 words

HEADLINE: Dunkin' Donuts Coming to 7 Shaw's Supermarkets.

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 PR Newswire Association, Inc.

BODY:

WEST BRIDGEWATER and RANDOLPH, Mass., Oct. 2 /PRNewswire/ -- Dunkin' Donuts will be coming to seven (7) Shaw's Supermarkets in Maine, New Hampshire and Vermont this fall. The seven Dunkin's Donuts shops, which will be located inside Shaw's Stores, are scheduled to open during the first week of November. The agreement between Dunkin' Donuts and Shaw's may lead to additional stores.

In making the announcement, Shaw's Senior Vice President of Marketing, Nicola DiFelice said, "Shaw's and Dunkin' Donuts are both enjoying strong growth. At Shaw's, we work to tailor our stores to the needs of the community. This new venture with Dunkin' Donuts is but one more way we are striving to make shopping in our stores more comfortable and more convenient."

"Convenience is one of several ingredients that have made Dunkin' Donuts a favorite of New Englanders for decades," says Tom Coba, Vice President of Franchising and New Business for Dunkin' Donuts. "We now have more than one hundred (100) franchised stores inside other businesses. Our presence in Shaw's Supermarkets is a great example of Dunkin' Donuts being a part of people's everyday lives, and how customers can benefit."

The agreement calls for independent Dunkin' Donuts franchisees to operate stores in the following Shaw's locations:

Augusta, ME (150 Western Avenue) Concord, NH (20 D'Amante Drive)

Bangor, ME (353 Main Street) Tilton, NH (75 Laconia Road)

Dover, NH (851 Central Avenue) Nashua, NH (213 Daniel Webster Hwy)

Colchester VT (66 Mountain View Drive)

The hours of operation for the Dunkin' Donuts stores will be from the time the Shaw's Supermarket opens until 9 p.m. Each Dunkin' Donuts will sell a range of the Company's baked goods and beverage products, as well as Dunkin' Donuts coffee-by-the-pound for brewing at home or work.

Shaw's Supermarkets, Inc. operates 191 Shaw's and Star Market store locations and two distribution centers throughout the six New England states. Visit the Company Web site at <http://www.shaws.com/>.

Founded in 1950, Dunkin' Donuts is the largest coffee and baked goods chain in the world, selling more donuts, coffee, bagels and muffins than any other retailer in America. Dunkin' Donuts has more than 5,500 stores in the United States and 31 other countries. Dunkin' Donuts is based in Randolph, MA, and is a wholly-owned subsidiary of Allied Domecq PLC. For more information, visit <http://www.dunkindonuts.com/>.

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**IAC-CREATE-DATE: October 1, 2003**

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Chain Store Age

August 1, 2003

SECTION: No. 8, Vol. 79; Pg. 134; ISSN: 1087-0601

IAC-ACC-NO: 106862056

LENGTH: 688 words

HEADLINE: Shaw's urban blueprint; Store Design/Shaw's Supermarkets opens in Boston, Massachusetts

BYLINE: Wilson, Marianne

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 Lebar-Friedman, Inc. Subscription: \$99.00 per year. Published monthly. 425 Park Avenue, New York, NY 10022.

BODY:

**Shaw's Supermarkets**, a wholly owned subsidiary of J Sainsbury PLC, has opened a sleek, modern, urban market in the heart of Boston. The nearly 40,000-sq.-ft. supermarket, located at the bustling Prudential Center, has an open, inviting format that puts local fresh and prepared foods on center stage.

"Our goal was to design a store that would be appropriate to the downtown neighborhood location and also reflect the product range. We wanted it to be a contemporary version of an urban market," says Jim King, partner-in-charge, Perennial, Toronto.

The bustling location, with demographics that include a large proportion of office workers and tourists in addition to area residents, played into the product offering. Fresh and prepared foods dominate the selection, with a LaCarte department that offers a wide range of prepared and "grab-and-go" foods, from freshly carved roast-beef sandwiches to a salad bar to pizza.

The assorted specialty departments include Sushi Station and Shop the World, a large international-food section with ethnic foods designed to appeal to the area's diverse customer base. A mezzanine level features a floral shop, an extensive wine and beer department and cafe seating.

The urban store has nearly 325 ft. of frontage along one of Boston's main thoroughfares. To take advantage of the prime location, large bay windows were designed that allow passers-by to see directly into the store. The focal point of the storefront is a 38-ft.-high, cylindrical-shaped glass entry atrium that leads shoppers into the produce section. The Shaw's logo is imprinted on the ceiling.

"The windows and atrium allow plenty of natural light into the building," King says.

On the interior, open ceilings, bright color accents and unique lighting bring a sense of spaciousness and energy to the space.

"The ceiling is painted a dark color to get shoppers' eyes down on the products," King says. "Different materials are suspended from it in various parts of the store."

## Chain Store Age August 1, 2003

A mesh barrel vault has been added to the ceiling over the checkout area. Lighting suspended from it illuminates the space below.

The store has a clean, streamlined look, with a minimum of decor accents. While some of the produce fixtures and other display units are clad in wood trim, all of the deli, seafood and chilled counters are done in stainless steel.

"The steel enhances the urban, contemporary look of the store" adds King.

A bright color scheme that combines orange and green accents works to energize and warm up the store. In a bold move, the wall that runs down the produce department was painted orange (orange is Shaw's corporate color).

Oversized photos of fruits and vegetables are displayed throughout the store.

"Some of the photos we put on photo panels," King says. "Others we close-cut and used as an ornamental treatment on the orange wall."

Large, historical photographs of Boston are incorporated into the graphics, reinforcing the store's ties to the city. In keeping with the streamlined look, however, graphics and signage are not overplayed. They are used primarily to give customers a clear indication of where to go and to departmentalize individual areas.

"We also used graphics to convey Shaw's quality message," King says.

Colored concrete is utilized throughout the space. As flooring materials go, concrete is highly functional for super markets and relatively affordable, King says.

"It also fit into the urban setting and added to the market feel," he adds.

Shaw's Supermarkets is known for its commitment to the environment, and the Prudential store continues that tradition. It utilizes state-of-the-art techniques for energy conservation, including heat reclamation for space and water heating, and frozen-food cases with self-closing doors. The metal-halide lighting was also chosen with a nod toward efficiency.

Project Resources

Design: Perennial, Toronto

Architect: CBT, Boston

Contractor: Lee Kennedy, Boston

Signage production: Don Graves Signs, Walpole, Mass.

--Marianne Wilson

(mwilson@chainstoreage.com)

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August 22, 2003

SECTION: Pg. NA

IAC-ACC-NO: 106780050

LENGTH: 408 words

HEADLINE: Shaw's Supermarkets Opens In Mansfield, MA.

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 PR Newswire Association, Inc.

BODY:

WEST BRIDGEWATER, Mass., Aug. 22 /PRNewswire/ – The Shaw's Supermarket, at 390 West Street in Mansfield, MA opened its doors to customers at 7:00 a.m. this morning. Located on Route 140 in Mansfield, this is the 191st store in the Shaw's Supermarket chain.

"We are very excited to offer the residents of Mansfield and the surrounding community a rewarding and exciting shopping experience," said Paul Gannon, Shaw's President and CEO. "From the product selection to the store design and layout, we strive to tailor our stores to the community and we are very proud that the new Mansfield Shaw's Supermarket achieves that goal. We look forward to serving the residents of Mansfield and the surrounding towns in their new Shaw's Store."

#### The Offering

At nearly 65,000 square feet, the new store offers customers large service departments such as bakery, deli, produce, seafood, floral, LaCarte prepared foods. The store also features specialty shops including: Wild Harvest natural and organic products, Shop the World international products, Kitchen Shop, Coffee Shop, Bake Shop and Sushi section. In addition, the store has a full service Pharmacy Department. The Mansfield Shaw's is also the first store in the chain to have an in-house Honey Dew Donut Shop.

#### The Environment

The Company is dedicated to reducing environmental impact through strategic leadership and management in all areas of our business. The Mansfield Shaw's utilizes state-of-the-art methods for energy conservation such as heat reclamation for space and water heating and frozen food cases with self-closing doors for efficiency.

#### Store Operating Hours

Monday through Saturday the store will be open from 6:00 a.m. to Midnight and Sunday hours of operation are 7:00 a.m. to 9:00 p.m.

#### About Shaw's

Throughout the six New England states, there are 191 Shaw's and Star Market store locations serving more than four million customers each week and employing approximately 30,000 associates. During the most recently completed fiscal

PR Newswire August 22, 2003

year, total Company sales were \$4.4 billion. Shaw's and Star Markets are wholly-owned subsidiaries of J Sainsbury plc. For additional information, please visit <http://www.shaws.com/>.

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Grocer

August 16, 2003

SECTION: No. 7617, Vol. 226; Pg. 35; ISSN: 0017-4351

IAC-ACC-NO: 108147957

LENGTH: 549 words

HEADLINE: Thinking local: a healthy disrespect for planograms has helped Shaws to like-for-likes of 5%; The Grocer Top 50

BYLINE: Watson, Elaine

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 William Reed Ltd. Subscription: 160.00 British pounds per year. Published weekly. Broadfield Park, Crawley, West Sussex RH11 9RT., United Kingdom

BODY:

Wander round the aisles at Shaws' largest branch in Camberley, Surrey, and you won't see much evidence of category management. Just about every tertiary brand going is on sale--and there's not a planogram in sight.

With like-for-like sales running at 5% from five stores turning over a cool 11m [pounds sterling], however, group general manager Martyn Wilson is making no apologies.

He has 30 years' experience in neighbourhood grocery retailing under his belt and will have no track with computer generated "self-fulfilling prophecies"--aka planograms--telling retailers what they should stock. Planograms give a national, not a local view, and they are usually created by a big brand, he says. "Three days after you get one and relay the fixture, their biggest rival launches a new product on the market and your whole fixture is thrown out of show. The range in each of our stores is different because the demographics are different."

Although all five Shaws stores are 5,000 sq ft or less, they stock over 10,000 lines and keep all the secondary brands "because we know what our customers want", says Wilson.

Founded by Stan Shaw after the Second World War, Shaws has since moved from London to Surrey, but still remains very much in the family, says Wilson. "There are still more Shaws than stores, with two generations of Shaws in the business. Even Stan's widow Babs, [now in her 80s] comes in twice a week to check everything is running smoothly."

Formerly signed up with Londis, Shaws joined Nisa in the early 1980s, says Wilson.

"This way we can keep our own name over the door, and still make up some of the substantial difference on cost prices between independents and the multiples. Frankly, I can't see why any sizeable independent is not with Nisa in the current climate."

Like-for-like sales growth is coming from chilled and ethnic foods, beers, wines and spirits and food to go, successfully installed at the Camberley and Maidenhead stores and due to go into the remaining stores a Woking, Stanwell and Chessington later this year, says Wilson.

However, growth through acquisition is proving tougher. "Finding sites is very difficult. There were three stores we were looking at recently, but Budgens got them."

The immediate priority is installing a new computer system and ongoing refurbishments to keep the stores up to scratch, he says. But there are also various projects on the go, notably the website--[www.shawssupemarket.demon.co.uk](http://www.shawssupemarket.demon.co.uk). This is currently a marketing tool, but could potentially be developed into a full blown transactional site enabling customers to shop online and collect goods at the stores, says Wilson.

"We're talking to manufacturers at the moment to look at how we could create coupons on the site that people could print off and redeem at the stores. It's all about keeping us at the forefront of people's minds."

Aside from the usual complaints about personal injury claims, vandalism and swathes of red tape, the only thing Wilson tends to lose any sleep over is staff recruitment and retention.

"It's the skilled staff that are really missed. People just don't have the skills that a traditional butcher or greengrocer used to have anymore.

"So we've had to set up our own training scheme."

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July 25, 2003

SECTION: Pg. NA

IAC-ACC-NO: 105855357

LENGTH: 1116 words

HEADLINE: Shaw's Opens New Store in Lower Mills; Store to continue to serve the residents of Dorchester, Milton and the surrounding areas.

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 PR Newswire Association, Inc.

BODY:

WEST BRIDGEWATER, Mass., July 25 /PRNewswire/ -- Shaw's Supermarkets, Inc. opened the doors of its new store at the historic Berger Building in Dorchester, MA at 7:00 a.m. this morning. The new 44,000 square foot Shaw's store at 4 River Street replaces the 90 River Street Star Market store, which closed at 6:00 p.m. last night. The store celebrated its grand-opening with a ribbon cutting ceremony attended by Boston Redevelopment Authority Director Mark Maloney and officials of the Company.

Shaw's President & CEO Paul Gannon stated, "This new store, in such an ethnically and culturally diverse community, represents the type of progress that can be attained when companies, public officials, communities and neighborhood groups work together toward a common goal. I am so proud that we are able to provide the residents of Dorchester, Milton and the surrounding communities with a greatly enhanced shopping experience in a truly special and unique setting."

"Today's grand opening represents Shaw's significant investment in Boston. Quality grocery stores help us build strong, healthy neighborhoods. Shaw's provides excellent products at reasonable prices -- this new store is a welcomed addition to Lower Mills," said Mayor Thomas M. Menino.

"It has been a long time in development but I am hopeful that the new Shaw's Supermarket on River Street will be a very beneficial addition to our community. It has been a good example of business working closely with the community to transform previously abandoned property to a much needed service," said Massachusetts Speaker of the House Thomas M. Finneran.

"Today's ribbon cutting further illustrates the economic strength of Boston's neighborhoods and the City's dedication to help bring quality businesses, like Shaw's, to Lower Mills," said Boston Redevelopment Authority Director Mark Maloney.

Trinity Financial Group Partner Jim Keefe said, "Trinity Financial is happy to partner with Shaw's Supermarkets and the entire Dorchester community in celebrating the opening of the Shaw's at Lower Mills. This project has truly been a labor of love for Trinity, beginning more than six years ago. Without the support and dedication of Mayor Thomas M. Menino, City Councillor Maureen Feeney, and the Dorchester community--especially the Executive Board of the Lower Mills Civic Association--this day would not have been possible."

The Offering

PR Newswire July 25, 2003

Shaw's tailors the product offering of its stores to the local community and Shaw's new Dorchester Berger Building demonstrates that commitment. The store features departments such as:

-- Produce

Over 850 produce items will be carried in the store including: jumbo beefsteak tomatoes, ripe and green plantains, an expanded line of fresh herbs, organic produce and an expanded line of ethnic and exotic produce.

-- Seafood

The 16-foot service seafood counter will offer sushi made fresh daily by a Sushi Chef and the store will receive fresh fish daily that is processed in Boston.

-- In-Store Bakery

The new store will offer approximately 75 more items than the previous store. Added selection in this area includes creme pies, fruit tarts, Cuban rolls and Bolilito rolls.

-- Service Deli

The Deli carries over 100 items including the Shaw's Signature line of deli meats in the following varieties: All Natural Roast Beef, Thanksgiving Turkey, Buffalo Turkey Breast and Carving Ham. There will also be over 200 domestic and imported products.

-- LaCarte

The store also has the very popular LaCarte prepared foods Department and will have hand stretched dough pizzas and a local style sub shop with fresh breads and rolls.

-- Specialty Shops

The Wild Harvest shop has approximately 1,800 natural and organic products. It will feature a new low carbohydrate section for weight conscience consumers and a gluten free category for consumers that are allergic to wheat products. There are 1,300 items in the Dorchester

Berger Building Shop the World section. Included in this section is an expanded assortment of Latin American products and authentic products from Africa, Jamaica, Mexico, Asia, Italy, Ireland and England.

#### The Building & History

The building is part of the Baker Chocolate Historic District where Walter Baker opened the first chocolate factory in the U.S. in 1780. The building was one of the first refrigerated warehouses in the country and was used as a shipping-receiving center for the factory complex. Located at the corner of River and Washington Streets, this building is one of 16 structures in the Dorchester/Milton Lower Mills Industrial District, which were built between 1868 and 1947. Fifteen of these buildings were once part of the Walter Baker & Company, makers of chocolate and cocoa products.

The architectural and historical significance of this former warehouse is consistent with those of the Dorchester/Milton Lower Mills Industrial District, because of its location, design, setting, materials and workmanship, and as such, it is eligible for listing in the National Register.

Shaw's Supermarkets and a parking area for approximately 200 cars will occupy the former refrigerated warehouse of the Baker Chocolate factory.

#### The Environment

Shaw's Supermarkets is dedicated to reducing environmental impact through strategic leadership and management in all areas of our business. The Dorchester Berger Building store utilizes state-of-the-art methods for energy conservation such as heat reclamation for space and water heating, frozen food cases with self-closing doors and metal halide lighting for efficiency.

Throughout the six New England states, there are 190 Shaw's and Star Market store locations serving more than four million customers each week and employing approximately 30,000 associates. During the most recently completed fiscal year, total Company sales were \$4.4 billion. Shaw's and Star Markets are wholly-owned subsidiaries of J Sainsbury plc. For additional information, please visit <http://www.shaws.com/>.

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Web Site: <http://www.shaws.com/>

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Business Wire

July 15, 2003

SECTION: Pg. 5671

IAC-ACC-NO: 105457558

LENGTH: 913 words

**HEADLINE: Shaw's Supermarkets, Inc. Chooses Ateb's Pharmacy Solutions to Enhance the Efficiency of Its 64 Pharmacies.**

**AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 Business Wire**

**BODY:**

Business Editors

RALEIGH, N.C.--(BUSINESS WIRE)--July 15, 2003

**Ateb's Pharmacy Line(TM) Captures up to 65% of All Prescription**

**Refills for Shaw's High Volume Pharmacies**

Ateb, Inc., a market leader in pharmacy solutions, announced today that Shaw's Supermarkets, Inc. has chosen to implement both its Interactive Voice Response (IVR) solution and its Electronic Signature Capture solution in 64 pharmacies. Utilizing both of these solutions, Shaw's pharmacies are able to significantly reduce the amount of time the pharmacy staff spends on manual tasks such as taking refill requests and filing signature logs and HIPAA acknowledgement forms.

"The results we have experienced from the Ateb solutions have been outstanding," says Joe Prigaro, Director of Pharmacy at Shaw's. "With the IVR, our pharmacy is now available 24/7, which allows us to manage our increasing number of refills with ease."

Prigaro adds, "The electronic signature capture solution allows us to track our signatures more effectively without having to worry about lost paper signature logs. The large touch screen makes it much easier to use than other solutions on the market."

"It's always exciting to hear that Ateb helps ease the pains of the pharmacy staff," says Dennis DiVenuta, President and CEO at Ateb. "With the increasing number of prescriptions coming into pharmacies today, Ateb is committed to providing our customers with the highest quality solutions to create a more efficient work environment."

**About Pharmacy Line(TM)**

Pharmacy Line is an Interactive Voice Response (IVR) solution that automates telephone call handling into the pharmacy, providing customers and doctors with 24-hour access to pharmacy services. The Pharmacy Line system handles the most common calls into the pharmacy, which frees the pharmacist and associates to spend more time with their customers. Pharmacy Line enables the pharmacy staff to be more efficient and productive while greatly reducing interruptions in the pharmacy.

**Benefits of Pharmacy Line:**

- Allows customers to refill a prescription over the telephone, get basic pharmacy information such as pharmacy hours, or to speak to the pharmacy staff for personal assistance.
- Allows physicians to order new prescriptions for patients, authorize additional refill requests on existing prescriptions, or to speak directly to the pharmacist.
- Provides access to your pharmacy 24 hours a day, 7 days a week.
- Reduces the amount of time that the pharmacist and pharmacy staff spend on the telephone.
- Provides fewer interruptions and an improved pharmacy environment.
- Provides consistent, polite answering of all telephone calls.

**SignatureLine(TM)**

SignatureLine is Ateb's electronic signature capture solution that collects and stores patient signatures for consent for service, prescription pick up, and privacy policy acknowledgement for HIPAA and third party audit requirements. SignatureLine eliminates paper storage and makes information readily available at the store level or centrally for future audits.

**Benefits of SignatureLine:**

- Replaces paper forms.
- Ensures compliance with patient counseling regulations.
- Promotes patient privacy at prescription pick up.
- Eliminates need for filing space of archived paper forms.
- Easily accesses stored signatures.
- Simplifies HIPAA and third party audits.
- Provides a consistent and easy-to-understand process for the pharmacy staff.

**Other Ateb Solutions**

**In-Store Fax Server**

Business Wire July 15, 2003

**In-store Fax Server**, using specialized adapter cards, electronically generates and accepts faxes, eliminating the need for fax machines and patient privacy concerns associated with patient information left on fax machines. Another feature includes automated outbound faxing, which automatically faxes doctors' offices to request prescription refill authorizations.

**Benefits of Fax Server:**

-- Eliminates the need for paper faxes that detail private

patient information, which could result in a violation of the

HIPAA privacy policy that became effective on April 14, 2003.

**Other Ateb solutions that eliminate manual tasks in the pharmacy:**

-- Call Center Solutions for Central Processing and Central Fill

**Sites**

-- Bin Management

-- Internet Prescription Refill

-- Central IVR Solution for chains

-- Automated Pre-Fill Compliance

-- Prescription Validation

**About Ateb, Inc.**

Founded in 1992, Ateb, Inc. offers a comprehensive suite of workflow improvement technologies, customer relationship management and point-of-sale applications for chain pharmacies, hospitals and pharmaceutical marketers. With more than 14,000 installations, Ateb's Interactive Voice Response (IVR) applications streamline pharmacy operations, facilitate healthcare transactions and connect patients and providers with information they need to make sound healthcare decisions. For more information, visit [www.ateb.com](http://www.ateb.com) or call 877-776-ATEB (2832).

**About Shaw's Supermarkets, Inc.**

**Shaw's Supermarkets, Inc.** operates 188 Shaw's and Star Market store locations and two distribution centers throughout the six New England states. The Company serves more than four million customers each week and has approximately 30,000 associates. During the most recently completed fiscal year, total Company sales were \$4.4 billion. Shaw's is a wholly-owned subsidiary of J Sainsbury plc.

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Chain Store Age

July 1, 2003

SECTION: No. 7, Vol. 79; Pg. 93; ISSN: 1087-0601

IAC-ACC-NO: 105616319

LENGTH: 11 words

HEADLINE: Shaw's Supermarkets; Opening for Business; Opens at Prudential Center in Boston; Brief Article

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 Lebar-Friedman, Inc. Subscription: \$99.00  
per year. Published monthly. 425 Park Avenue, New York, NY 10022.

BODY:

Shaw's Supermarkets opened at the Prudential Center in Boston.

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Copyright 2003 The Food Institute  
The Food Institute Report

June 23, 2003

SECTION: No. 25; Pg. 8 ; ISSN: 0745-4503

IAC-ACC-NO: 106337241

LENGTH: 28 words

HEADLINE: Shaw's Supermarkets; to open 13 stores; Brief Article

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 The Food Institute Subscription: \$565.00 per year. Published weekly. 1 Broadway, 2nd Floor, Elmwood Park, NJ 07407.

BODY:

\* Shaw's Supermarkets, which opened only seven new stores in the past two years, will open 13 stores this year at a cost of \$470 million ... boston.com (June 15)

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PR Newswire

June 19, 2003

SECTION: Pg. NETH03319062003

IAC-ACC-NO: 103731140

LENGTH: 371 words

HEADLINE: Star Markets Re-Opens in Harwich, MA.

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 PR Newswire Association, Inc.

BODY:

WEST BRIDGEWATER, Mass. -- WEST BRIDGEWATER, Mass., June 19 /PRNewswire/ -- The Harwich Star Market, at 18 Sisson Road in Harwich, MA opens its doors to the public this Friday, June 20, 2003. The Store will open at 7:00 a.m. and members of the media and local officials are invited to join the Harwich Store Management Team at the 10:00 a.m. ribbon cutting. The store was closed in October 2002 to allow for construction.

"We are very excited to offer the Harwich community a greatly enhanced shopping experience," said Paul Gannon, Shaw's President and CEO. "To meet the needs of the year round residents and the people vacationing on Cape Cod, the Harwich Star Market incorporates an expanded product offering with an emphasis on quality products that are fresh and convenient."

#### The Offering

At over 58,000 square feet, the new store doubles the offer in produce and has significantly expanded meat, seafood, deli and bakery departments. The natural and organic products have been expanded in Star's impressive Wild Harvest section. The health and beauty care section offers customers a diverse product offering and the convenience they are looking for in their shopping experience. Some of the new specialty departments are LaCarte prepared foods including hot pizza and fried chicken, a Sushi Station, Shop the World for international foods as well as a new Kitchen Shop.

#### The Environment

The Company is dedicated to reducing environmental impact through strategic leadership and management in all areas of our business. The Harwich Star utilizes state-of-the-art methods for energy conservation such as heat reclamation for space and water heating and frozen food cases with self-closing doors for efficiency.

#### About Shaw's

Shaw's Supermarkets, Inc. operates 190 Shaw's and Star Market store locations and two distribution centers throughout the six New England states. The Company serves more than four million customers each week and has approximately 30,000 associates. During the most recently completed fiscal year, total Company sales were \$4.4 billion. Shaw's is a wholly-owned subsidiary of J Sainsbury plc.

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June 19, 2003

SECTION: Pg. NETH03119062003

IAC-ACC-NO: 103731142

LENGTH: 379 words

**HEADLINE: Shaw's Supermarkets Reopens Bath Store; Enlarged & Remodeled Store Features Expanded Product Offering.**

**AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 PR Newswire Association, Inc.**

**BODY:**

WEST BRIDGEWATER, Mass. -- WEST BRIDGEWATER, Mass., June 19 /PRNewswire/ -- Shaw's Supermarkets, Inc. will reopen its newly remodeled and expanded store on Chandler Drive in Bath on Friday, June 20 at 7:00 a.m. The temporary closing allowed the Company to speed up construction and complete the expansion 2-3 months sooner.

"Shaw's is pleased to offer our customers a greatly expanded and exciting shopping experience," said Paul Gannon, Shaw's President and CEO. "By building, remodeling and expanding stores like Bath, Shaw's is continuing its commitment to customers and investment in a State that we have been doing business in for over 140 years."

The Shaw's Route 1 Bath Store offers an enlarged facility with greater variety including the addition of Shaw's popular Wild Harvest area that features a full line of natural and organic foods. The store also has a larger selection of international foods in the Shop the World section and a Sushi Department with product prepared daily by in-house Sushi Chefs. The front and side addition allows the Bath Store to double the size of its Produce Department. In fact, all departments are new in the store, and include among others a La Carte section (i.e., sandwiches, pizza and prepared foods available each day), expanded deli, a larger wine and beer section, installation of self-scan registers and more conventional registers. The store has been expanded from 35,000 square feet to 57,000 square feet.

Gannon added, "Our associates are quite proud of the new Bath Store and we look forward to providing a greatly enhanced supermarket to the surrounding community. More product offerings in an improved, larger store adds up to a more rewarding and value added shopping experience for our customers."

Shaw's Supermarkets, Inc. operates 20 stores in the State of Maine. The Company has 190 Shaw's and Star Market store locations and two distribution centers throughout the six New England states. The Company serves more than four million customers each week and has approximately 30,000 associates. During the most recently completed fiscal year, total Company sales were \$4.4 billion.

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June 7, 2003

SECTION: No. 7607, Vol. 226; Pg. 39; ISSN: 0017-4351

IAC-ACC-NO: 104729063

LENGTH: 1094 words

HEADLINE: Shaw's thing: Liz Hamson reveals how the Sainsbury connection is helping to push its US subsidiary Shaw's to new heights; Analysis; Paul Gannon, Shaw's Supermarkets Inc. and J Sainsbury PLC; Interview

BYLINE: Hamson, Liz

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 William Reed Ltd. Subscription: 160.00 British pounds per year. Published weekly. Broadfield Park, Crawley, West Sussex RH11 9RT., United Kingdom

BODY:

Few will have realised that when Sainsbury opened its upmarket Market at Bluebird on the Kings Road in March, some of the format was borrowed from its wholly owned US subsidiary Shaw's.

"There are similarities--some of the product displays were made to look like Shaw's," says president and chief executive officer Paul Gannon. "It's one of the things we look for--truly innovative presentation. And some of the things that Sainsbury has done with its produce have come from us."

Gannon has every right to feel proud. The once small family-owned company that focused purely on price in the early 1990s has become a 185-store chain that generates year-on-year sales growth of 10% and profits of 26%--exceeding its 20% target over the past five years. And its recent success is due as much to his strategic nous as to the financial clout of Shaw's UK parent.

In his first UK interview since taking over as chief executive last October, Gannon reveals why Shaw's is now venturing into ethnic foods, what the latest developments are in the dispute with unions over workers' rights, and the safety of GM products--and how it has benefited from the Sainsbury connection.

The 50-year-old is over on one of his regular flying visits to Sainsbury's business centre in Holborn. "I visit every month, 13 months a year," he jokes. Sainsbury has just announced its annual results and Gannon sits on the main board, but he is also here to report on Shaw's new 40,000 sq ft flagship store at the Prudential Centre in Boston which opened last month.

The store replaces one that was half its size and it now focuses on delivering what its well-heeled clientele wants in a spacious deli-style environment. So there is an emphasis on fresh produce, an open bakery, a large seafood counter and a wine department that stocks more than 1,000 wines and 300 microbrews. There are also "10 game meats and 400 cheeses flown in from France and Italy every week", boasts Gannon.

"Our aim is to be best in the marketplace," he says. "This is a unique site for New England in that it has 70% foot traffic--typically 98% is car traffic--and is in a highly affluent area where the average size of a household is one person."

Grocer June 7, 2003

It might sound like a gamble but Gannon says early indications are good--in contrast to the muted feedback that has greeted Sainsbury at Bluebird. The US store has had 45,000 to 50,000 customers a week and that figure should increase in the coming weeks, he says.

It is a far cry from the teashop that a young man from Vermont named George C Shaw opened in Portland, Maine, in the late 1850s. Popular for its selection of fresh foods and groceries as well as teas, the company was taken over in 1919 by local chain Brockton Public Market (BPM)--and continued as a subsidiary, expanding to northern Massachusetts while BPM remained south.

In 1978, the BPM stores were rebadged as Shaw's Supermarkets Inc and in 1987 Sainsbury, which had had a 21% stake since 1983, acquired the controlling interest.

Gannon has been with the company since 1990. He joined as president of information technology and rose to become president last March, then to chief executive in October. It was his work developing new formats that caught the eye of Sainsbury group chief executive Sir Peter Davis. "Format is what really fires me up," confesses Gannon. "It's fun trying to work out exactly what customers want, but it is not as easy as it sounds."

New formats are essential to compete with the region's biggest food store chain Ahold's Stop'n'Shop--and the all-dominant Wal-Mart, argues Gannon. "We really have to differentiate our offer. It's difficult to compete on price so we have to sharpen our customer service, targeted promotions and format."

Over the next 12 months, Shaw's plans to roll out further upmarket stores and is also adding two other new formats to the mix. Its first "core plus store", which includes a large non-food offer, opened last weekend in South Burlington, Vermont, and a third of all future new stores are expected to follow the same 50-55,000 sq ft format.

And a fortnight ago Shaw's launched its first "neighbourhood store" in Providence, Rhode Island, designed to cater to the tastes of the local community, of which half are Hispanic and a third Italian.

The store decor is very different to a traditional Shaw's. It has brighter lights and more vivid colours, and sells more bulk produce. Of the 40,000 lines it will feature, 5,000 will be kosher, 3,000 Italian, and there will be a number of speciality lines.

Gannon explains: "Market research showed bright colours are popular--even with things like cakes. If you have one plainly decorated and one with multicoloured icing, it is the latter that sells well."

Gannon is quick to acknowledge that Shaw's would not have been able to implement such an ambitious strategy without the support and strategic knowhow of Sainsbury. "We look at things broadly and Sainsbury drills down more deeply," says Gannon. This year Shaw's has concluded 40 online negotiations through GNX auctions and done a lot of work on its own label brands with help from Sainsbury.

"Another synergy has been figuring out returns on a micro level and fine-tuning the variety of products we stock--in the US the big players are only just beginning to do it, but it's more commonplace in the UK," he says.

Over the past four years, Sainsbury's financial clout has also been deployed. It has backed several acquisitions--the biggest being Star Markets in 1999. This year, Shaw's plans to add 14% of new floor space to its portfolio through organic growth and convert some of the stores it acquired last year.

"Future growth is likely to be more organic," says Gannon. "But we will continue to look for more opportunities in the market. We are focusing on tailoring our stores to the communities they are in and we will continue to evolve the formats."

This is something of a moot point as last year the chain hit the headlines when union members went on strike over workers' rights and the sale of GM products. The situation has now quietened down, but it was never a problem, says Gannon: "It was a non-event. The employees were dissatisfied with the union and it was trying to recoup membership."

Grocer June 7, 2003

For Gannon there are more pressing things to worry about. He says. "The big issue is the economy. It's weak and that creates a challenge to sales. Costs are escalating while Wal-Mart supercentres have hit retailers across the country-- they're tough competition."

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June 5, 2003

SECTION: Pg. NETH03805062003

IAC-ACC-NO: 102818373

LENGTH: 510 words

**HEADLINE:** Shaw's To Offer Customers Expanded Product Selection; New Online Service -- Shaw's By Request - Provides Easy Access to More Than 30,000 Products.

**AUTHOR-ABSTRACT:** THIS IS THE FULL TEXT: COPYRIGHT 2003 PR Newswire Association, Inc.

**BODY:**

WEST BRIDGEWATER, Mass. -- WEST BRIDGEWATER, Mass., June 5 /PRNewswire/ -- **Shaw's Supermarkets** announces the introduction of a new online shopping service, Shaw's By Request, that provides customers easy access to more than 30,000 products. Shaw's By Request is being launched on Friday, June 6, 2003, and will provide customers with access to a wide variety of regional and ethnic food, baby care and beauty products, natural and organic items, pet supplies, and even electronics.

Shaw's customers can shop from over 30,000 items - all from the convenience of their home. And, if customers cannot find the items they are seeking, they can fill out an online request form. The service will look for the item and respond to customers within ten business days. To use the service, Shaw's customers simply log onto <http://www.shaws.com/> where they will find a link to Shaw's By Request. Simple on-screen instructions will enable shoppers to either search for a specific item or browse the broad assortment of products and categories. All purchases are shipped directly to the customer.

"Offering customers quality products and exceptional service are hallmarks of Shaw's business," said Terrence Donilon, Shaw's Spokesperson. "With the launch of Shaw's By Request, the Company is providing customers an even wider variety of products and services to choose from. "

Shaw's By Request is powered by neXpansion's Endless Aisle technology. "Our Endless Aisle technology provides retailers with an ideal way to better serve their customers' needs," said Lisa Kent, president and CEO of neXpansion. "With Shaw's By Request, customers will be able to conveniently order many more products from Shaw's."

#### About neXpansion

Founded in 1996 as Netgrocer.com, neXpansion (<http://www.nexpansion.com/>) is a private company that provides customized e-commerce, fulfillment and "hard-to-find" merchandising expertise for manufacturers and retailers. neXpansion's online store, Netgrocer.com, continues to offer consumers non-perishable grocery, health and beauty, and general merchandise products nationwide. neXpansion's largest shareholders include Parmalat SpA, a \$6 billion multinational dairy and food company, and Cendant Corporation, a \$6 billion global provider of business and consumer services.

#### About Shaw's

Shaw's Supermarkets, Inc. operates 188 Shaw's and Star Market store locations and two distribution centers throughout the six New England states. The Company serves more than four million customers each week and has

approximately 30,000 associates. During the most recently completed fiscal year, total Company sales were \$4.4 billion. Shaw's is a wholly-owned subsidiary of J Sainsbury plc.

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Web site: <http://www.shaws.com/>

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Copyright 2003 Business Wire  
Business Wire

June 2, 2003

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IAC-ACC-NO: 102672473

LENGTH: 506 words

HEADLINE: Acadia Realty Trust Announces Grand Opening of Shaw's at the Gateway Shopping Center.

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 Business Wire

BODY:

Business Editors/Real Estate Writers

NEW YORK--(BUSINESS WIRE)--June 2, 2003

Acadia Realty Trust (NYSE: AKR - the "Company"), a real estate investment trust and owner and operator of supermarket and discount retail anchored neighborhood and community shopping centers, today announced the grand opening of Shaw's supermarket at the Gateway Shopping Center in South Burlington, Vermont.

Shaw's opening completes the redevelopment of the Gateway Shopping Center, which included the demolition of 90% of the existing partially-enclosed mall and the construction of a new anchor supermarket. Shaw's 72,000 square foot new prototype store replaces an undersized 32,000 square foot Grand Union supermarket. Other current tenants include Radio Shack, Blockbuster Video and Coconuts. The Company is currently in discussion with several potential tenants to lease the additional 16,500 square feet of recently constructed shop space.

The Gateway Shopping Center is a community shopping center totaling 101,000 square feet of GLA and is strategically located in South Burlington, Vermont, at the intersection of Interstate 189 and U.S. Route 7.

"The redevelopment of the Gateway Shopping Center was completed on time and on budget," said Joseph Hogan, Acadia's Senior Vice President of Construction "The new Shaw's is a full service, state-of-the-art supermarket tailored for the local community and will provide an exciting and inviting shopping experience at our center."

Shaw's Supermarkets Inc., a wholly-owned subsidiary of J Sainsbury plc, currently operates over 188 Shaw's and Star Market store locations in Maine, Massachusetts, New Hampshire, Rhode Island, Connecticut and Vermont.

Acadia Realty Trust, headquartered in White Plains, NY, is a fully integrated and self-managed real estate investment trust which specializes in the acquisition, redevelopment and operation of shopping centers which are anchored by grocery and value-oriented retail. Acadia currently owns (or has interests in) and operates 62 properties totaling approximately nine million square feet, located primarily in the Eastern United States.

Certain matters in this press release may constitute forward-looking statements within the meaning of federal securities law and as such may involve known and unknown risk, uncertainties and other factors which may cause the actual results, performances or achievements of Acadia to be materially different from any future results, performances or achievements expressed or implied by such forward-looking statements. Such forward-looking statements speak only as of the date of this document. Acadia expressly disclaims any obligation or undertaking to release publicly any updates

or revisions to any forward-looking statements contained herein to reflect any change in Acadia's expectations with regard thereto or change in events, conditions or circumstances on which any such statement is based.

For more information visit Acadia Realty Trust's Web site at [www.acadiarealty.com](http://www.acadiarealty.com)

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May 30, 2003

SECTION: Pg. NEF01930052003

IAC-ACC-NO: 102571667

LENGTH: 591 words

HEADLINE: Shaw's Supermarkets Opens New Store In South Burlington.

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 PR Newswire Association, Inc.

BODY:

WEST BRIDGEWATER, Mass. -- WEST BRIDGEWATER, Mass., May 30 /PRNewswire/ -- **Shaw's Supermarkets, Inc.** opens the doors of its new store at 570 Shelburne Road in South Burlington, Vermont on Friday, May 30, 2003. At over 73,000 square feet, the layout and product offering of the new store reflects the Burlington area.

"A young Vermonter named George C. Shaw founded **Shaw's Supermarkets** in Portland, Maine in 1860," said Brian Pijanowski, Shaw's Senior Vice President of Buying and Merchandising "We are very proud to showcase our commitment to a State that is so important to the history of Shaw's by building this new, full service and state-of-the-art supermarket for the people of the Burlington area. Shaw's builds stores that meet the needs of our customers. This new store reflects that commitment as well as our dedication to providing the people of Burlington with an exciting and inviting shopping experience."

#### The Offering

Shaw's tailored the product selection of the South Burlington Store to the diverse, local community. The store has a large Shop the World section that features more than 1,700 items. In the Shop the World Department there is a uniquely large 28-foot area designated for Kosher foods. In addition, to further reach out to those customers that are looking for Kosher product, the South Burlington Shaw's also has a Kosher Bakery that is certified by the VAAD Rabbinical Council of New England.

Another special feature of this store is the Wild Harvest Natural Food Department. This area has over 4,000 natural and organic products. The store will also have an expanded selection of natural and organic health and beauty care items that features shampoo, conditioners and facial care products. In addition, for customers with an allergy to gluten there is also an area dedicated to gluten free foods including rice snaps, cookies and pasta.

The store features large service departments such as Produce, LaCarte prepared foods, Bakery, Deli, Seafood, Floral, a Sushi Station and a Wine Shop. In particular, the Wine Shop will carry over 1,000 different selections from 12 countries.

In designing the product offering for the Store, some of the specialty shops in the store will include product from local vendors. The product from local Vermont vendors includes: pasta from the Cottage Street Pasta Company, McKenzies of Vermont hot dogs, bacon and deli meats and in the large cheese section there will be a variety of Cabot Cheeses.

In addition, there will be a Kitchen Shop, George C. Shaw's Coffee Company, large general merchandise section, Household Center and expanded Health and Beauty Care area.

**The Environment**

**Shaw's Supermarkets** is dedicated to reducing environmental impact through strategic leadership and management in all areas of our business. The South Burlington store utilizes state-of-the-art methods for energy conservation such as heat reclamation for space and water heating and frozen food cases with self-closing doors for efficiency.

**About Shaw's**

**Shaw's Supermarkets, Inc.** operates 188 Shaw's and Star Market store locations and two distribution centers throughout the six New England states. The Company serves more than four million customers each week and has approximately 30,000 associates. During the most recently completed fiscal year, total Company sales were \$4.4 billion. Shaw's is a wholly-owned subsidiary of J Sainsbury plc.

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**IAC-CREATE-DATE:** May 29, 2003

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Drug Store News - NewsFirst

May 28, 2003

SECTION: Pg. 2

IAC-ACC-NO: 110675509

LENGTH: 102 words

HEADLINE: Shaw's targets ethnic shoppers with new store format in R.I; Brief Article

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 Lebhar-Friedman, Inc. Subscription: \$179.00 per year. Published weekly. 425 Park Ave., New York, NY 10022-3549.

BODY:

WEST BRIDGEWATER, Mass. -- Shaw's Supermarkets is targeting its ethnic shoppers with the opening of a new neighborhood format store in Providence, R.I.

The 65,000-square-foot store offers an expanded line of ethnic foods, entire aisles dedicated to Latino and Italian heritages and a produce selection with more than 1,000 offerings from around the world.

Shortly after opening, the company plans to introduce a pharmacy at this location.

In addition, there will be a general merchandise section, household center and expanded health and beauty care area.

Shaw's currently operates 187 stores.

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May 27, 2003

SECTION: Pg. NYTU00827052003

IAC-ACC-NO: 102345327

LENGTH: 509 words

HEADLINE: Shaw's to Offer Expanded Product Selection Using Endless Aisle™ Technology From neXpansion R;  
New Online Service - Shaw's By Request - Provides Easy Access to More Than 30,000 Products.

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 PR Newswire Association, Inc.

BODY:

NORTH BRUNSWICK, N.J. -- NORTH BRUNSWICK, N.J., May 27 /PRNewswire/ -- Beginning in June 2003, Shaw's will significantly broaden its product assortment by introducing a new value-added service for its shoppers -- Shaw's By Request. Powered by neXpansion's Endless Aisle technology, the service will provide customers with easy access to a wide variety of items not available on store shelves including regional and ethnic food, baby care and beauty products, natural and organic items, pet supplies, and even electronics. Access to the service will be offered via a link on the Shaw's website, <http://www.shaws.com/>.

Shaw's customers can shop from over 30,000 items -- all from the convenience of their home. And, if customers cannot find the items they are seeking, they can fill out an online request form. The service will look for the item and respond to customers within ten business days. To use the service, Shaw's customers simply log onto <http://www.shaws.com/> where they will find a link to Shaw's By Request. Simple on-screen instructions will enable shoppers to either search for a specific item or browse the broad assortment of products and categories. All purchases are shipped directly to the customer.

"Offering customers quality products and exceptional service are hallmarks of Shaw's business," said Terrence Donilon, Shaw's Spokesperson. "With the launch of Shaw's By Request, the Company is providing customers an even wider variety of products and services to choose from."

"Our Endless Aisle technology provides retailers with an ideal way to better serve their customers' needs," said Lisa Kent, president and CEO of neXpansion. "With Shaw's By Request, customers will be able to conveniently order many more products from Shaw's."

About neXpansion

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About Shaw's

PR Newswire May 27, 2003

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Web site: <http://www.shaws.com/> <http://www.nexpansion.com/> <http://www.netgrocer.com/>

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May 22, 2003

SECTION: Pg. NETH02922052003

IAC-ACC-NO: 102163380

LENGTH: 674 words

HEADLINE: Shaw's Supermarkets Opens New Store In Rhode Island; \*\*\*\*\*

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 PR Newswire Association, Inc.

BODY:

-- Shaw's Store Serves Neighborhoods Around Providence

WEST BRIDGEWATER, Mass., May 22 /PRNewswire/ -- Shaw's Supermarkets, Inc. opens the doors of its new neighborhood format store at Atwells Avenue/Eagle Square in Providence, Rhode Island on Friday, May 23, 2003. At over 65,000 square feet, the layout and product offering of the new store reflects the ethnically rich community of Providence.

"Shaw's Supermarkets is very proud to be able to bring this new and exciting shopping experience to the people of Providence," said Paul Gannon, Shaw's President & CEO. "Providence is among the most ethnically diverse cities in the region. This new neighborhood format is part of a wonderful redevelopment initiative that is changing an entire community. Shaw's has worked with local community leaders, neighborhood organizations and the City of Providence to develop a store that meets the needs of the residents of the area. Providence -- we are proud to be your neighbor and proud to open the doors of your new store."

"Providence is a great city with exciting and diverse neighborhoods; Shaw's will be a terrific new member of the Federal Hill business community -- opening up job opportunities and contributing to the rich quality of life in our neighborhoods. We are just delighted to welcome them to our city," said Providence Mayor David Cicilline.

"We are pleased to have Shaw's Supermarkets open this state-of-the-art Neighborhood Market in our Eagle Square mixed-use project. The project has been many years in development and Shaw's has been steadfast in its commitment to this location and this neighborhood. The supermarket will serve as a wonderful anchor to our project and already been the major catalyst for major development in the area," commented Gene Beaudoin of Feldco Development Corp., the developers of the project.

#### The Offering

Shaw's tailored the product offering of the Atwells Store to the local, diverse neighborhoods. Included in this offering is an expanded line of ethnic foods, entire aisles dedicated to our Latino and Italian heritages, a spectacular produce section with over 1,000 offerings from all over the world, Shop the World and Wild Harvest specialty sections that cater to the true diversity of Providence. Some of the specialty shops in the store will include an expanded line of with a focus on local vendors. Shaw's has reached out to family-owned businesses like Ciao Italia Bakery in Johnston who will be providing wine biscuits, biscotti, and other bakery items; Guatemalan breads, rolls and cookies will be available from Xelapan Bakery in Central Falls; corn tortilla's from Sanchez Tortilleria in Providence will be sold at this location; and we will be offering Wandies by the Ruggiero family in Cranston.

In addition, there will be a Kitchen Shop, George C. Shaw's Coffee Company, large general merchandise section, Household Center and expanded Health and Beauty Care area. The store also features large service departments such as produce, bakery, deli, seafood, and floral. Shortly after opening, the Company plans to open a pharmacy at this location.

#### The Environment

Shaw's Supermarkets is dedicated to reducing environmental impact through strategic leadership and management in all areas of our business. The Providence store utilizes state-of-the-art methods for energy conservation such as heat reclamation for space and water heating, frozen food cases with self-closing doors and metal halide lighting for efficiency.

#### About Shaw's

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April 24, 2003

SECTION: Pg. NETH03224042003

IAC-ACC-NO: 100553741

LENGTH: 873 words

HEADLINE: Shaw's Unveils Flagship Store in the Heart of Boston; Shaw's Marketfresh in the City Opens at the Prudential Center.

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 PR Newswire Association, Inc.

BODY:

WEST BRIDGEWATER, Mass. -- WEST BRIDGEWATER, Mass., April 24 /PRNewswire/ -- Shaw's Supermarkets, Inc. will open the doors of its new flagship store at the Prudential Center in Boston on Friday, April 25, 2003. At nearly 40,000 square feet, the new store is almost double the selling square footage of the existing Star Markets location on Boylston Street that it will replace.

"This is an important store for Shaw's," Shaw's President & CEO Paul Gannon said. "It starts with the customer base. The site is prominently located at the meeting point of two historic and richly diverse Boston neighborhoods, the Back Bay and the South End and nearby to two others -- Beacon Hill and the Fens. The area is constantly bustling with office workers, tourists and shoppers. Our goal was to build a store befitting its location in the heart of Boston." Mr. Gannon went on to say, "I could not be happier with the design, layout and early community response to our new Prudential Center store. This is an exciting milestone for Shaw's and the City of Boston."

"This is a much anticipated event for the residents of the Back Bay and South End. This new Shaw's will not only provide excellent groceries in a larger and more accessible location, it also signals a continued confidence for investing in our city. It is a real win-win for Boston," said Mayor Thomas M. Menino.

"We at Boston Properties are extremely pleased at the opening of the new Shaw's Supermarket at Prudential Center," said Edward Linde, President & CEO of Boston Properties. "From the very first meetings we had with neighborhood groups and the City after acquiring the Pru in 1998 to discuss our plans for 1.7 million square feet of new development, it's been clear to us that a major new, modern, first class supermarket was the community's most important objective. The exceptional new Shaw's opening easily meets and exceeds all of the high requirements that all of us have set for this, and we're proud to have this terrific new facility as the newest addition to Prudential Center."

From the architecture and store signage to the product selection, the Prudential Shaw's is not your typical food-retailing establishment.

The layout, product variety and architecture reflect a supermarket located in Downtown Boston. Below are some highlights of the store.

#### The Offering

Shaw's tailors the product offering of its stores to the local community and Shaw's new Prudential store demonstrates that commitment. Shaw's has emphasized local fresh and prepared foods in the new store and has added over 10,000 items across all departments. In addition, the Company has added space to frozen foods, dairy, beverages, cereal and

PR Newswire April 24, 2003

snacks so that the store can stay in stock and carry more of the basic items. The store features large service departments such as produce, LaCarte prepared foods including a Chef's Cut Carving Station, bakery, deli, seafood, and floral. Some of the other specialty shops in the store will include Wild Harvest natural/organic foods, Shop the World, a Sushi Station and a Wine Shop.

Some of the new items Shaw's will be adding are over 150 cheeses, Caribe neighborhood products, Alvarado Organic Breads, cooked in-store Roast Beef sandwiches, fresh herbs, hundreds of specialty pasta sauces, salad dressings, marinades, preserves, mustards and oils, as well as over 3,000 natural and organic products and a huge assortment of foods from around the world. Mr. Gannon said, "Whether you are looking for an everyday need or that unique specialty item, Shaw's in the City has it."

#### The Building

The store has nearly 325 feet of frontage along one of Boston's main thoroughfares, Huntington Avenue. Storefront windows were designed so that pedestrians can see the activity inside the store. The focal point of the store is a 38-foot high glass atrium that adds a distinctive element to the building, further enhances the store's interaction with the City and allows natural light into the building.

Inside, the store has open ceilings, bright colors and unique lighting to bring a sense of spaciousness and energy. Boston history is incorporated into the store graphics, which helps to reinforce the store's ties to the City.

#### The Environment

Shaw's Supermarkets is dedicated to reducing environmental impact through strategic leadership and management in all areas of our business. The Prudential store utilizes state-of-the-art methods for energy conservation such as heat reclamation for space and water heating, frozen food cases with self-closing doors and metal halide lighting for efficiency. Refrigeration roof top units were designed to minimize sound and provide visual esthetics better suitable to the urban environment.

Shaw's Supermarkets, Inc. operates 185 Shaw's and Star Market store locations and two distribution centers throughout the six New England states. The Company serves more than four million customers each week and has approximately 30,000 associates. During the most recently completed fiscal year, total Company sales were \$4.4 billion. Shaw's is a wholly-owned subsidiary of J Sainsbury plc.

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Supermarket News

April 21, 2003

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LENGTH: 247 words

HEADLINE: THE SN LIST; TOP 5 SUPERMARKETS IN FOUR NEW ENGLAND MARKETS; Stop & Shop;  
Shaw's Supermarkets; Market Basket / Demoulas

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 Fairchild Publications, Inc. Subscription:  
\$175.00 per year. Published weekly. 7 W. 34th St., New York, NY 10001.

BODY:

Rank & Food Retailer

% of Adults in Market Shopping Each Store; % of Store Shoppers Spending \$100+ Weekly; % of Store Shoppers  
Spending \$150+ Weekly

BOSTON

1) Stop & Shop

39.2; 43.7; 43.8

2) Shaw's Supermarkets

31.4; 35.1; 36.1

3) Market Basket / Demoulas

21.1; 24.6; 27.5

4) Victory Supermarket

7.3; 8.3; 7.4

5) Shop 'N Save

7.2; 8.2; 7.8

HARTFORD - NEW HAVEN, CONN.

1) Stop & Shop

64.7; 75.1; 76.3

**2) Shaw's Supermarkets**

23.8; 23.5; 20.3

**3) Big Y**

16.0; 19.5; 19.1

**4) Shop Rite**

11.9; 12.4; 12.6

**5) Adam's Supermarket**

5.6; 5.9; 5.6

**PROVIDENCE, R.I.**

**1) Stop & Shop**

65.1; 70.3; 71.8

**2) Shaw's Supermarkets**

44.0; 51.6; 54.0

**3) Rojacks Foodstore**

8.6; 9.5; 10.3

**4) Dave's Supermarket**

5.5; 4.2; 5.5

**5) Hi-Lo**

3.0; 2.1; 2.4

**SOUTHERN NEW HAMPSHIRE**

**1) Shaw's Supermarkets**

42.5; 49.4; 54.3

**2) Market Basket / Demoulas**

34.9; 38.9; 37.5

**3) Shop 'N Save**

26.8; 31.7; 28.3

**4) Hannaford Bros.**

13.9; 15.9; 15.1

5) Wal-Mart

11.0; 11.1; 12.6

The above data is based on a random sample of adults age 18+ in four New England metro market areas. Respondents were asked which stores they shopped during the previous week. The year-2002 survey is based on 1,260 interviews in Boston; 997 interviews in Hartford-New Haven, Conn.; 900 interviews in Providence, R.I.; and 739 interviews in southern New Hampshire.

Source: International Demographics, Houston.

IAC-CREATE-DATE: April 23, 2003

LOAD-DATE: April 29, 2003

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Chain Store Age Executive with Shopping Center Age

January 1, 2003

SECTION: No. 1, Vol. 79; Pg. 15; ISSN: 0193-1199

IAC-ACC-NO: 96277896

LENGTH: 48 words

HEADLINE: Shaw's Supermarkets; Supermarkets; to buy Ames Department Stores locations; Brief Article

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2003 Lebhar-Friedman, Inc. Subscription: \$99.00 per year. Published monthly. 425 Park Avenue, New York, NY 10022.

BODY:

West Bridge-water, Mass.-based **Shaw's Supermarkets** received permission from a bankruptcy-court judge to acquire 18 Ames locations in New England. The supermarket chain is spending \$75.5 million for the stores, located in Massachusetts, New Hampshire, Vermont, Maine and Connecticut.

IAC-CREATE-DATE: January 9, 2003

LOAD-DATE: January 14, 2003

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Business Wire

July 24, 2002

SECTION: Pg. 0020

IAC-ACC-NO: 89482177

LENGTH: 479 words

HEADLINE: Aqua Vie Hydrators to be Available Throughout Northeastern U.S. in Shaw's Supermarkets and Wild Harvest All-Natural Stores.

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2002 Business Wire

BODY:

Business Editors & Food/Beverage Writers

KETCHUM, Idaho--(BUSINESS WIRE)--July 24, 2002

Aqua Vie Beverage Corp. (OTCBB:AVBC) announced today that its all-natural, preservative-free Hydrators will soon be available throughout the northeastern United States in Shaw's Supermarkets and Wild Harvest all-natural stores. Availability through these retail outlets marks the beginning of critical-mass distribution in the region.

"The natural foods channel represents a tremendous opportunity for Aqua Vie, and the Northeastern United States is an important market," said Thomas Gillespie, president and chief executive officer. "Shaw's and Wild Harvest are well-established in the New England region and are an important component of the national market presence we intend to achieve during the next several months."

Shaw's Supermarkets, Inc. operates stores throughout Maine, Massachusetts, New Hampshire, Rhode Island, Connecticut and Vermont, serving more than 2 million customers each week. Wild Harvest is a "store-within-a-store" all-natural grocery chain.

Aqua Vie Beverage Corp. develops and markets all-natural, lightly flavored, still (noncarbonated) bottled spring water. The company's low-calorie alternative beverages are bacteria-free and contain no preservatives. Aqua Vie produces and markets the Hydrator(TM) line of beverages in the United States and Europe. This beverage line, comprised of seven low-calorie, all-natural beverages that are lightly flavored and packaged in half-liter bottles, is designed to increase one's personal consumption of water, naturally. The underlying technology also serves as the delivery system for Aqua Vie's new line of children's Hydrators(TM), PurePlay(TM), and Eau Vin(TM), Aqua Vie's line of nonalcoholic wine and champagnes made from spring water. For further information about Aqua Vie Beverage Corp., visit the company's Web site at [www.aquavie.com](http://www.aquavie.com).

NOTE: Statements contained in this news release not strictly historical are forward-looking within the meaning of the safe harbor clause of the Private Securities Litigation Reform Act of 1995. The company makes these statements based on information available to it as of the date of this news release and assumes no responsibility to update or revise such forward-looking statements. Editors and investors are cautioned that forward-looking statements invoke risk and uncertainties that may cause the company's actual results to differ materially from such forward-looking statements. These risks and uncertainties include, without limitation, demand for the company's product both domestically and abroad, the company's ability to continue to develop its market, general economic conditions, and other factors that may be more fully described in the company's literature and periodic filings with the Securities and Exchange Commission.

IAC-CREATE-DATE: July 25, 2002

LOAD-DATE: July 27, 2002

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Business Wire

June 17, 2002

SECTION: Pg. 2038

IAC-ACC-NO: 87385690

LENGTH: 421 words

**HEADLINE: Zoe Foods Reaches Agreement with Shaw's Supermarkets; Zoe Flax and Soy Products Will be On Chain's Wild Harvest Shelves This Summer.**

**AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2002 Business Wire**

**BODY:**

Business Editors

NEWTON, Mass.--(BUSINESS WIRE)--June 17, 2002

Newton, Massachusetts-based Zoe Foods, makers of Zoe Flax & Soy products, has reached an agreement with Shaw's Supermarkets to have Zoe Flax and Soy Bars on shelves in the Shaw's Wild Harvest natural foods sections this summer. Wild Harvest, which offers natural grocery, dairy, frozen, and bulk food sections are in about 70 Shaw's throughout New England, with that number growing throughout the end of this year.

"We are thrilled with our new association with Shaw's and proud to be a part of their efforts to bring natural foods into supermarkets," says Tori Stuart, founder of Zoe Foods.

Earlier this year Tori Stuart was named as a Fast Company magazine's "Fast 50" innovator - an individual whose achievements helped change their companies or society for the development of her healthful, nutrient-dense Zoe Flax & Soy Bars and Granolas. "Plus, they taste great," says Stuart. Beginning sales in 2000, Zoe Foods now offers four flavors of nutrition bars (apple crisp, lemon, peanut butter, and chocolate) which will be available in Shaw's this summer.

While women were the initial target audience for Zoe Foods, additional research has shown that flaxseed and soy has health benefits for people of all ages. The benefits of the two key ingredients have been widely reported in the press. Soy, which lowers both blood cholesterol and blood pressure levels, was approved as "heart-healthy" by the U.S. Food and Drug Administration in 1999. And flaxseed is acknowledged to contain a high concentration of Omega-3 fatty acids, considered necessary for growth and development, and are considered heart healthy or the "good fat".

Zoe Foods products have been featured twice on NBC's Today Show, on Good Morning America, CNN and CNBC, and in major publications including Time and Parade Magazines. Tori Stuart has been interviewed in Inc. and Entrepreneur Magazines as well.

In other news, Zoe Foods has added Stephanie Gladstone as Director of Sales. Stephanie has 16 years experience in the food industry with the Campbell Soup Company and most recently with Vlastic Foods International. Here Stephanie managed the Northeast business for Vlastic Pickles, Swanson Frozen Foods and open Pit BBQ Sauce. Stephanie has worked with the broker community for 8 years.

Brian Wendelschaefter will continue as Director of Field Sales and Marketing, with primary responsibility for all distributors, as well as focusing on several key regions.

IAC-CREATE-DATE: June 17, 2002

LOAD-DATE: June 19, 2002

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PR Newswire

June 4, 2002

SECTION: Pg. NETU03604062002

IAC-ACC-NO: 87472424

LENGTH: 279 words

HEADLINE: New Tom Brady Book Hits the Stores.

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2002 PR Newswire Association, Inc.

BODY:

SCOTTSDALE, Ariz. -- The best selling sports book author in America the last three years has released his latest hardcover book "Tom Brady - There's No Expiration Date on Dreams" presented by The Sporting News.

The book has never-before-told, behind the scenes stories mixed with humor and fascinating facts plus a whopping 32-pages of full color Tom Brady photos. The book was done with the cooperation of the Brady family.

Shaw's Supermarkets has a total exclusive on the book for New England and is discounting it 20% for Father's Day. Regularly \$24.95, Shaw's is offering it at \$19.99 with the Shaw's Rewards card. It is the largest book purchase in the history of Shaw's.

The author, Rich Wolfe of Scottsdale, Arizona, has penned top selling books on Bobby Knight, Mike Ditka, Harry Caray, Kurt Warner and Dale Earnhardt among others. More information can be found at <http://www.fandemonium.net/>.

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\* Excerpts -- There is no charge for excerpts for newspapers or on-line sites. For Wolfe's book on Bobby Knight, the Indianapolis Star-News had a considerable rise in web site "hits" when it ran five consecutive days of different excerpts.

\* Interviews -- The author is staying in the Boston area through Father's Day and is available for media interviews at 508-616-9213 x7589.

MAKE YOUR OPINION COUNT - Click Here <http://tbutton.prnewswire.com/prn/11690X42435558>

Contact: Rich Wolfe, +1-508-616-9213, ext. 7589

Website: <http://www.fandemonium.net/>

IAC-CREATE-DATE: June 19, 2002

LOAD-DATE: June 21, 2002

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April 25, 2002

SECTION: Pg. NETH00225042002

IAC-ACC-NO: 85922283

LENGTH: 653 words

HEADLINE: Maine Ice Cream Headed for US Military.

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2002 PR Newswire Association, Inc.

BODY:

SKOWHEGAN, Maine -- Gifford's Ice Cream with cooperation from Shaw's Supermarkets and the Maine Army National Guard will be delivering 12 tons of a special flavored ice cream. The Stars & Strips caravan will leave Skowhegan tomorrow morning on a 700 mile journey bound for the Pentagon and US Armed Forces. Along the way, the caravan will salute police, fire, rescue and military personnel locally with a Friday morning stop at the Augusta Armory. On Saturday the caravan will continue on to NYC for scheduled stops at Ground Zero, local Manhattan fire departments and restaurants who gave out free meals in the aftermath of 9/11. The caravan will also stop at the Pentagon on Monday afternoon for an ice cream social. All totaled, the 12 tons will serve about 100,000 people.

"We wanted to do something to show our support for emergency service and military personnel," said Gifford's Ice Cream owners John and Roger Gifford, "and decided to do what we do best, make great ice cream!"

Gifford's developed a new flavor called Stars & Stripes consisting of its Old Fashioned Vanilla Ice Cream with a rich strawberry swirl and strawberry- filled white chocolate stars colored red, white and blue. Maine Governor Angus King called the new flavor "a delicious blend of patriotism and good old fashioned Maine Pride."

"I am proud to represent a state in which the true spirit of appreciation for those who serve is alive and well. The generous gift given by the Gifford's Famous Ice Cream is truly inspiring and I know will be appreciated by our men and women in uniform," said Senator Susan Collins, R-ME.

The Gifford brothers got the idea for a new flavor and the 12-ton donation as a way for a small company to do something positive and meaningful in the wake of the September 11 attack. "We thought about raising money, but so much had already been donated that we thought whatever we could raise would be insignificant," said Roger Gifford.

"Then we started to focus on an ice cream donation to the people who protect our liberties every day, our US Armed Forces. We had some fun developing the new flavor and then expanded the idea to include emergency service personnel right here in Maine and in New York City as well as our Armed Forces," said John Gifford. The Gifford's hope their gift will inspire other small companies and organizations to do what they can to "support those who serve" and to keep today's patriotism from become a passing fad.

Shaw's Supermarkets Inc., whose roots began in Portland, Maine in 1860, will be assisting Gifford's efforts by providing a refrigerated tractor trailer truck and driver for the trip to NYC and Washington DC. Shaw's echoes the statements made by the Gifford Brothers, and is delighted to be part of the "Stars & Stripes" team.

The ice cream caravan will leave the Gifford's family-owned ice cream plant in Skowhegan at 9:30 a.m. on Friday April 26th with a Maine State Police escort. The first stop will be a 10:30 a.m. kick-off at the Augusta Armory with

members of Maine's Congressional Delegation and General Joseph Tinkham, along with hundreds of military and emergency personnel and invited guests in what promises to be Maine's biggest ice cream party ever!

On Saturday, the caravan will stop at Ground Zero in New York and a couple of local fire stations in Manhattan to donate ice cream before heading to Washington, D.C. The caravan will head for the Pentagon for an "Ice Cream Social" on Monday at 12:00pm. The remainder of the 12-ton donation will be delivered to military bases in the greater Washington, D.C. area.

**MAKE YOUR OPINION COUNT** - Click Here <http://tbutton.prnewswire.com/prm/11690X32846683>

Contact: Brad Ames of Gifford's Ice Cream, +1-800-950-2604, ext 27; or Bernard Rogan of Shaw's Supermarkets, +1-508-313-3316 or 1-800-LE-SHAWS; or Major Peter Rogers of Maine Army National Guard, +1-207-626-4390

IAC-CREATE-DATE: May 16, 2002

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April 25, 2002

SECTION: Pg. NETH00225042002

IAC-ACC-NO: 85922283

LENGTH: 653 words

HEADLINE: Maine Ice Cream Headed for US Military.

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2002 PR Newswire Association, Inc.

**BODY:**

SKOWHEGAN, Maine -- Gifford's Ice Cream with cooperation from Shaw's Supermarkets and the Maine Army National Guard will be delivering 12 tons of a special flavored ice cream. The Stars & Strips caravan will leave Skowhegan tomorrow morning on a 700 mile journey bound for the Pentagon and US Armed Forces. Along the way, the caravan will salute police, fire, rescue and military personnel locally with a Friday morning stop at the Augusta Armory. On Saturday the caravan will continue on to NYC for scheduled stops at Ground Zero, local Manhattan fire departments and restaurants who gave out free meals in the aftermath of 9/11. The caravan will also stop at the Pentagon on Monday afternoon for an ice cream social. All totaled, the 12 tons will serve about 100,000 people.

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**MAKE YOUR OPINION COUNT** - Click Here <http://tbutton.prnewswire.com/prn/11690X32846683>

Contact: Brad Ames of Gifford's Ice Cream, +1-800-950-2604, ext 27; or Bernard Rogan of **Shaw's Supermarkets**, +1-508-313-3316 or 1-800-LE-SHAW; or Major Peter Rogers of Maine Army National Guard, +1-207-626-4390

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Product Alert

March 25, 2002

SECTION: No. 6, Vol. 33; Pg. NA ; ISSN: 0740-3801

IAC-ACC-NO: 86131461

LENGTH: 114 words

HEADLINE: Shaw's Signature Brand Cereal - Multi-Grain Crisps; Muesli; Granola MANUFACTURER: Shaw's Supermarkets CATEGORY: 050 - Cereals; Brief Article

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2002 Marketing Intelligence Service Ltd.  
Subscription: \$600.00 per year. Published semimonthly. 6473 D Route 64, Naples, NY 14512-9726.

BODY:

Shaw's Supermarkets is introducing a premium line of private label products under the Shaw's Signature Brand name.

Said to be made up of items from many product categories, some are a reformulation of existing Shaw's Own Brand items, while others are new and have been specially developed by Shaw's Own Brand Department, category managers and buyers. The boxed Cereals include Multi-Grain Crisps, Muesli and Granola. They are said to be delicious blends of whole grains, fruit, nuts, honey and more. The Multi-Grain Crisps are described as a "high fiber multi-grain cereal." For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

IAC-CREATE-DATE: May 23, 2002

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Product Alert

March 25, 2002

SECTION: No. 6, Vol. 33; Pg. NA ; ISSN: 0740-3801

IAC-ACC-NO: 86131470

LENGTH: 123 words

**HEADLINE:** Shaw's Signature Brand Balsamic Vinegar of Modena; Flavored Vinegar for Dressing & Marinade - Rice Flavored White Wine; Tarragon Flavored White Wine; Garlic Flavored Red Wine **MANUFACTURER:** Shaw's Supermarkets **CATEGORY:** 086 - Spices, Extracts & Seasonings; Brief Article

**AUTHOR-ABSTRACT:** THIS IS THE FULL TEXT: COPYRIGHT 2002 Marketing Intelligence Service Ltd.  
Subscription: \$600.00 per year. Published semimonthly. 6473 D Route 64, Naples, NY 14512-9726.

**BODY:**

A premium line of private label **products** under the Shaw's Signature Brand name has been introduced by **Shaw's Supermarkets**.

Said to be made up of items from many product categories, some are a reformulation of existing Shaw's Own Brand items, while others are new and have been specially developed by Shaw's Own Brand Department, category managers and buyers. The Balsamic Vinegar of Modena comes in a squared glass bottle, while the Flavored Vinegars for Dressing & Marinade are in 12.7 fl. oz. glass bottles for \$2.19 each. The varieties are Rice Flavored White Wine, Tarragon Flavored White Wine and Garlic Flavored Red Wine. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

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March 25, 2002

SECTION: No. 6, Vol. 33; Pg. NA ; ISSN: 0740-3801

IAC-ACC-NO: 86131478

LENGTH: 126 words

**HEADLINE:** Shaw's Signature Brand Dressing - Three Cheese Peppercorn; Zesty Oriental Vinaigrette; Balsamic Herb Vinaigrette; Roasted Garlic & Herb **MANUFACTURER:** Shaw's Supermarkets **CATEGORY:** 081 - Salad Dressings; Brief Article; **Product Announcement**

**AUTHOR-ABSTRACT:** THIS IS THE FULL TEXT: COPYRIGHT 2002 Marketing Intelligence Service Ltd.  
Subscription: \$600.00 per year. Published semimonthly. 6473 D Route 64, Naples, NY 14512-9726.

**BODY:**

Three Cheese Peppercorn, Zesty Oriental Vinaigrette, Balsamic Herb Vinaigrette and Roasted Garlic & Herb are the varieties of Dressings in the new line of private label products under the Shaw's Signature Brand name.

Available from Shaw's Supermarkets, the premium line is said to be made up of items from many product categories; some are a reformulation of existing Shaw's Own Brand items, while others are new and have been specially developed by Shaw's Own Brand Department, category managers and buyers. Said to be zesty dressings made with only the finest ingredients, they are sold in 12 oz. glass bottles and retail at two for \$3.00. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

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March 25, 2002

SECTION: No. 6, Vol. 33; Pg. NA ; ISSN: 0740-3801

IAC-ACC-NO: 86131479

LENGTH: 120 words

**HEADLINE:** Shaw's Signature Brand Old Fashioned Potato Chips - Sour Cream & Green Onion; Original Flavor; Sea Salt & Vinegar; Zesty Jalapeno **MANUFACTURER:** Shaw's Supermarkets **CATEGORY:** 025 - Chips; Brief Article; **Product Announcement**

**AUTHOR-ABSTRACT:** THIS IS THE FULL TEXT: COPYRIGHT 2002 Marketing Intelligence Service Ltd.  
Subscription: \$600.00 per year. Published semimonthly. 6473 D Route 64, Naples, NY 14512-9726.

**BODY:**

Shaw's Supermarkets has introduced a line of private label products under the Shaw's Signature Brand name.

The premium line is said to be made up of items from many product categories; some are a reformulation of existing Shaw's Own Brand items, while others are new and have been specially developed by Shaw's Own Brand Department, category managers and buyers. The Old Fashioned Potato Chips come in Sour Cream & Green Onion, Original Flavor, Sea Salt & Vinegar and Zesty Jalapeno varieties. Sold in bags, they are said to be open-kettle cooked for a "perfect golden crunch" and have "no preservatives." For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

IAC-CREATE-DATE: May 23, 2002

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March 25, 2002

SECTION: No. 6, Vol. 33; Pg. NA ; ISSN: 0740-3801

IAC-ACC-NO: 86131481

LENGTH: 102 words

**HEADLINE:** Shaw's Signature Brand Flame Roasted Relish - Mediterranean; Tomato & Garlic **MANUFACTURER:** Shaw's Supermarkets **CATEGORY:** 072 - Pickles, Olives, Savory Spreads & Condiments; Brief Article; **Product Announcement**

**AUTHOR-ABSTRACT:** THIS IS THE FULL TEXT: COPYRIGHT 2002 Marketing Intelligence Service Ltd.  
Subscription: \$600.00 per year. Published semimonthly. 6473 D Route 64, Naples, NY 14512-9726.

**BODY:**

Mediterranean and Tomato & Garlic varieties of Flame Roasted Relish are part of the premium line of private label products launched under the Shaw's Signature Brand name from Shaw's Supermarkets.

Said to be made up of items from many product categories, some are a reformulation of existing Shaw's Own Brand items, while others are new and have been specially developed by Shaw's Own Brand Department, category managers and buyers. The relish is sold in 11.4 oz. square glass jars for \$2.49 each. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

IAC-CREATE-DATE: May 23, 2002

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March 25, 2002

SECTION: No. 6, Vol. 33; Pg. NA ; ISSN: 0740-3801

IAC-ACC-NO: 86131483

LENGTH: 118 words

**HEADLINE:** Shaw's Signature Brand Cookies - Chocolate Chunk; Raspberry Chocolate Chip; Key Lime White Chocolate; Chocolate Chunk Pecan **MANUFACTURER:** Shaw's Supermarkets **CATEGORY:** 023 - Cookies; Brief Article; **Product Announcement**

**AUTHOR-ABSTRACT:** THIS IS THE FULL TEXT: COPYRIGHT 2002 Marketing Intelligence Service Ltd. Subscription: \$600.00 per year. Published semimonthly. 6473 D Route 64, Naples, NY 14512-9726.

**BODY:**

Chocolate Chunk, Raspberry Chocolate Chip, Key Lime White Chocolate and Chocolate Chunk Pecan varieties of Cookies are part of the premium line of private label products launched under the Shaw's Signature Brand name. From Shaw's Supermarkets, the extensive line reportedly includes some that are reformulations of existing Shaw's Own Brand items, while others are new and have been specially developed by Shaw's Own Brand Department, category managers and buyers. The cookies are sold in packages that look like stand-up bags; they illustrate the specific variety and state, "Experience the taste!" For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

IAC-CREATE-DATE: May 23, 2002

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March 25, 2002

SECTION: No. 6, Vol. 33; Pg. NA ; ISSN: 0740-3801

IAC-ACC-NO: 86131458

LENGTH: 136 words

**HEADLINE:** Shaw's Signature Brand Marinade - Parmesan Garlic; Dijon Herb & Honey; Parmesan Garlic & Wine; Herb & Garlic; Orange Citrus; Seafood Marinade - Bar-B-Que; Japanese; Lemon Butter; Red Pepper  
**MANUFACTURER:** Shaw's Supermarkets **CATEGORY:** 086 - Spices, Extracts & Seasonings; Brief Article

**AUTHOR-ABSTRACT:** THIS IS THE FULL TEXT: COPYRIGHT 2002 Marketing Intelligence Service Ltd.  
Subscription: \$600.00 per year. Published semimonthly. 6473 D Route 64, Naples, NY 14512-9726.

**BODY:**

Shaw's Supermarkets is introducing a line of private label products under the Shaw's Signature Brand name. The premium line is said to be made up of items from many product categories; some are a reformulation of existing Shaw's Own Brand items, while others are new and have been specially developed by Shaw's Own Brand Department, category managers and buyers.

One of the products is Marinade. Available in a 12 oz. glass bottle for \$2.49 are Parmesan Garlic, Dijon Herb & Honey, Parmesan Garlic & Wine, Herb & Garlic and Orange Citrus varieties. Seafood Marinades, sold in 8 oz. jars with a suggested retail price of \$2.99 each, include Bar-B-Que, Japanese, Lemon Butter and Red Pepper varieties. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

IAC-CREATE-DATE: June 17, 2002

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March 25, 2002

SECTION: No. 6, Vol. 33; Pg. NA ; ISSN: 0740-3801

IAC-ACC-NO: 86131462

LENGTH: 97 words

HEADLINE: Shaw's Signature Brand Breakfast Turkey Sausage Links MANUFACTURER: Shaw's Supermarkets  
CATEGORY: 042 - Poultry; Brief Article

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2002 Marketing Intelligence Service Ltd.  
Subscription: \$600.00 per year. Published semimonthly. 6473 D Route 64, Naples, NY 14512-9726.

BODY:

Breakfast Turkey Sausage Links are part of the new premium line of private label products under the Shaw's Signature Brand name.

Shaw's Supermarkets offers this line with products in many different product categories; some are a reformulation of existing Shaw's Own Brand items, while others are new and have been specially developed by Shaw's Own Brand Department, category managers and buyers. The refrigerated sausage links are sold in a 12-count overwrapped foam tray. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

IAC-CREATE-DATE: June 17, 2002

LOAD-DATE: June 19, 2002

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Product Alert

March 25, 2002

SECTION: No. 6, Vol. 33; Pg. NA ; ISSN: 0740-3801

IAC-ACC-NO: 86131471

LENGTH: 100 words

HEADLINE: Shaw's Signature Brand Cooking Wine - Burgundy; Sherry; Sauterne; Marsala MANUFACTURER:  
Shaw's Supermarkets CATEGORY: 086 - Spices, Extracts & Seasonings; Brief Article

AUTHOR-ABSTRACT: THIS IS THE FULL TEXT: COPYRIGHT 2002 Marketing Intelligence Service Ltd.  
Subscription: \$600.00 per year. Published semimonthly. 6473 D Route 64, Naples, NY 14512-9726.

BODY:

A premium line of private label products under the Shaw's Signature Brand name has been introduced by Shaw's Supermarkets.

Said to be made up of items from many product categories, some are a reformulation of existing Shaw's Own Brand items, while others are new and have been specially developed by Shaw's Own Brand Department, category managers and buyers. The Cooking Wines, sold in 12.7 fl. oz. glass bottles at two for \$3.00, include Marsala, Burgundy, Sherry and Sauterne varieties. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

IAC-CREATE-DATE: June 17, 2002

LOAD-DATE: June 19, 2002

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IAC (SM) PROMT (R)

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Product Alert

March 25, 2002

SECTION: No. 6, Vol. 33; Pg. NA ; ISSN: 0740-3801

IAC-ACC-NO: 86131473

LENGTH: 186 words

**HEADLINE:** Shaw's Signature Brand Frozen Pizza with Rising Crust - Supreme; 4-Cheese; Pepperoni; Vegetable  
**MANUFACTURER:** Shaw's Supermarkets **CATEGORY:** 044 - Meals & Entrees, Pizza, Hot Snacks & Sandwiches;  
**Brief Article**

**AUTHOR-ABSTRACT:** THIS IS THE FULL TEXT: COPYRIGHT 2002 Marketing Intelligence Service Ltd.  
Subscription: \$600.00 per year. Published semimonthly. 6473 D Route 64, Naples, NY 14512-9726.

**BODY:**

Shaw's Supermarkets is introducing a line of private label products under the Shaw's Signature Brand name. The premium line is said to be made up of items from many product categories; some are a reformulation of existing Shaw's Own Brand items, while others are new and have been specially developed by Shaw's Own Brand Department, category managers and buyers.

Frozen Pizza with Rising Crust comes in four varieties, each sold in a box illustrating the variety and including a description. Copy also features the Real logo and states, "Made with 100 percent real cheeses." Retailing at two for \$7.00, the net weights are between 29.5 oz. and 35 oz., depending upon the variety. Package copy for the Supreme variety reads, "Our authentic Supreme Pizza with rising crust is made using the finest ingredients. Experience the taste of Italian sausage and zesty pepperoni with a delicious blend of mozzarella, parmesan, romano and asiago cheeses." The other varieties are Pepperoni, 4-Cheese and Vegetable. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

IAC-CREATE-DATE: June 17, 2002

LOAD-DATE: June 19, 2002

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2003-12-17 14:45:11 ET**

**Serial Number: 73209850**

**Registration Number: 1228764**

**Mark**

***shaw's***

**(words only): SHAW'S**

**Standard Character claim: No**

**Current Status: This registration has been renewed.**

**Date of Status: 2003-04-21**

**Filing Date: 1979-04-02**

**Transformed into a National Application: No**

**Registration Date: 1983-02-22**

**Register: Principal**

**Law Office Assigned: (NOT AVAILABLE)**

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location: 900 -Warehouse (Newington)**

**Date In Location: 2003-04-22**

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

**1. SHAW'S SUPERMARKERS, INC.**

**Address:  
SHAW'S SUPERMARKERS, INC.  
750 WEST CENTER STREET**

WEST BRIDGEWATER, MA 02333  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** Massachusetts

---

**GOODS AND/OR SERVICES**

---

Retail Food Store Services  
**International Class:** 042  
**First Use Date:** 1973-10-31  
**First Use in Commerce Date:** 1973-10-31

**Basis:** 1(a)

---

**ADDITIONAL INFORMATION**

---

(NOT AVAILABLE)

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

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2003-04-21 - Registration renewed - 10 year  
2003-04-21 - Section 8 (10-year) accepted/ Section 9 granted  
2003-01-22 - Combined Section 8 (10-year)/Section 9 filed  
2003-04-21 - Section 15 acknowledged  
2003-01-22 - Section 15 affidavit received  
2003-01-22 - PAPER RECEIVED  
1988-08-19 - Section 8 (6-year) accepted  
1988-03-14 - Section 8 (6-year) filed  
1983-02-22 - Registered - Principal Register  
1982-10-26 - Published for opposition  
1983-01-18 - Notice of publication  
1983-01-18 - Notice of publication

1982-09-14 - Notice of publication

1982-07-13 - Approved for Pub - Principal Register (Initial exam)

1982-03-22 - Report petition to revive - granted

1982-01-30 - Abandonment - Express mailed

1979-10-10 - Non-final action mailed

1979-08-13 - Case file assigned to examining attorney

1979-07-30 - Case file assigned to examining attorney

---

**CONTACT INFORMATION**

---

**Correspondent (Owner)**

MICHAEL R. REINEMANN (Attorney of record)

MICHAEL R. REINEMANN  
CESARI AND MCKENNA LLP  
88 BLACK FALCON AVENUE  
BOSTON, MA 02210

---

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2003-12-17 14:47:16 ET

Serial Number: 73209848

Registration Number: 1187005

Mark



(words only): SHAW'S S

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2002-03-18

Filing Date: 1979-04-02

Transformed into a National Application: No

Registration Date: 1982-01-19

Register: Principal

Law Office Assigned: TMEO Law Office # 2

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 900 -Warehouse (Newington)

Date In Location: 2002-03-19

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. SHAW'S SUPERMARKET INC

Address:

SHAW'S SUPERMARKET INC  
750 W CENTER ST

WEST BRIDGEWATER, MA 02333  
United States  
**Legal Entity Type:** Unknown  
**State or Country Where Organized:** Massachusetts

---

**GOODS AND/OR SERVICES**

---

Pies, Pastries, Cakes, Bread, Candies, Bakery Goods, Muffins and Doughnuts  
**International Class:** 030  
**First Use Date:** 1973-10-31  
**First Use in Commerce Date:** 1973-10-31

**Basis:** 1(a)

Fresh Fruits, Fresh Vegetables, Live Flowers and Live Plants  
**International Class:** 031  
**First Use Date:** 1973-10-31  
**First Use in Commerce Date:** 1973-10-31

**Basis:** 1(a)

Retail Food Store Services  
**International Class:** 042  
**First Use Date:** 1973-10-31  
**First Use in Commerce Date:** 1973-10-31

**Basis:** 1(a)

---

**ADDITIONAL INFORMATION**

---

(NOT AVAILABLE)

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

- 2002-03-18 - Registration renewed - 10 year
- 2002-03-18 - Section 8 (10-year) accepted/ Section 9 granted
- 2002-01-18 - Combined Section 8 (10-year)/Section 9 filed
- 1988-06-13 - Section 8 (6-year) accepted
- 1987-12-17 - Section 8 (6-year) filed

1984-08-14 - Section 7 correction issued  
1983-01-18 - Section 7 correction issued  
1982-01-19 - Registered - Principal Register  
1981-10-27 - Published for opposition  
1983-01-18 - Section 7 correction issued  
1981-09-15 - Notice of publication  
1981-08-31 - Approved for Pub - Principal Register (Initial exam)  
1979-10-09 - Non-final action mailed  
1979-09-25 - Case file assigned to examining attorney  
1979-07-30 - Case file assigned to examining attorney

---

**CONTACT INFORMATION**

---

**Correspondent (Owner)**

MICHAEL R REINEMANN (Attorney of record)

MICHAEL R REINEMANN  
CESARI AND MCKENNA LLP  
88 BLACK FALCON AVE  
BOSTON MA 02210-2425  
United States

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2003-12-17 14:47:48 ET**

**Serial Number: 76284248**

**Registration Number: 2638924**

**Mark (words only): SHAW'S MARKETFRESH**

**Standard Character claim: No**

**Current Status: Registered.**

**Date of Status: 2002-10-22**

**Filing Date: 2001-07-11**

**Transformed into a National Application: No**

**Registration Date: 2002-10-22**

**Register: Principal**

**Law Office Assigned: TMEG Law Office 106**

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location: 900 -Warehouse (Newington)**

**Date In Location: 2002-11-25**

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

**1. Shaw's Supermarkets, Inc.**

**Address:**

Shaw's Supermarkets, Inc.  
P.O Box 600  
East Bridgewater, MA 02333  
United States

**Legal Entity Type: Corporation**

**State or Country of Incorporation: Massachusetts**

---

**GOODS AND/OR SERVICES**

---

retail food store services

**International Class: 035**

**First Use Date:** 2000-11-18

**First Use in Commerce Date:** 2000-11-18

**Basis:** 1(a)

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "MARKETFRESH"

**Prior Registration Number(s):**

1187005

1228764

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

2002-10-22 - Registered - Principal Register

2002-07-30 - Published for opposition

2002-07-10 - Notice of publication

2002-04-02 - Approved for Pub - Principal Register (Initial exam)

2001-12-06 - Communication received from applicant

2001-10-30 - Non-final action mailed

2001-10-09 - Case file assigned to examining attorney

2001-09-24 - Case file assigned to examining attorney

---

**CONTACT INFORMATION**

---

**Correspondent (Owner)**

Michael R. Reinemann (Attorney of record)

MICHAEL R. REINEMANN

CESARI AND MCKENNA

88 BLACK FALCON AVE

BOSTON MA 02210-2425

United States

**Phone Number:** (617) 951-2500

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2003-12-17 14:48:26 ET**

**Serial Number:** 76169162

**Registration Number:** 2616939

**Mark (words only):** SHAW'S SUPERMARKETS REWARDS CARD

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2002-09-10

**Filing Date:** 2000-11-21

**Transformed into a National Application:** No

**Registration Date:** 2002-09-10

**Register:** Principal

**Law Office Assigned:** TMEG Law Office 106

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -Warehouse (Newington)

**Date In Location:** 2002-09-30

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Shaw's Supermarkets, Inc.

**Address:**

Shaw's Supermarkets, Inc.  
750 West Center Street  
West Bridgewater, MA 02379  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Massachusetts

---

**GOODS AND/OR SERVICES**

---

promoting the goods and services of others through an incentive awards program whereby participants receive free offers, discounts and upgrades on the goods and services provided by participating

merchants

**International Class:** 035

**First Use Date:** 2000-10-01

**First Use in Commerce Date:** 2000-10-01

**Basis:** 1(a)

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "SUPERMARKETS REWARDS CARD"

**Prior Registration Number(s):**

1187005

1228764

1674665

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

2002-09-10 - Registered - Principal Register

2002-06-18 - Published for opposition

2002-05-29 - Notice of publication

2001-12-31 - Approved for Pub - Principal Register (Initial exam)

2001-08-08 - Communication received from applicant

2001-05-11 - Non-final action mailed

---

**CONTACT INFORMATION**

---

**Correspondent (Owner)**

SUSAN NEUBERGER WELLER (Attorney of record)

SUSAN NEUBERGER WELLER

MINTZ LEVIN COHN FERRIS GLOVSKY ET AL

1 FOUNTAIN SQ

11911 FREEDOM DR STE 400

RESTON VA 20190

United States

---

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2003-12-17 14:49:12 ET

Serial Number: 76169164

Registration Number: 2571124

Mark

R E W A R D S

**shaw's**  
Supermarkets

C A R D

(words only): REWARDS SHAW'S SUPERMARKETS CARD

Standard Character claim: No

Current Status: Registered.

Date of Status: 2002-05-21

Filing Date: 2000-11-21

Transformed into a National Application: No

Registration Date: 2002-05-21

Register: Principal

Law Office Assigned: TMEG Law Office 106

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 900 -Warehouse (Newington)

Date In Location: 2002-05-28

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. Shaw's Supermarkets, Inc.

Address:

Shaw's Supermarkets, Inc.  
750 West Center Street

West Bridgewater, MA 02379  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** Massachusetts

---

**GOODS AND/OR SERVICES**

---

promoting the goods and services of others through an incentive awards program whereby participants receive free offers, discounts and upgrades on the goods and services provided by participating merchants

**International Class:** 035

**First Use Date:** 2000-10-01

**First Use in Commerce Date:** 2000-10-01

**Basis:** 1(a)

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "SUPERMARKETS" and "REWARDS CARD"

**Prior Registration Number(s):**

1187005

1228764

1674665

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

2002-05-21 - Registered - Principal Register

2002-02-26 - Published for opposition

2002-02-06 - Notice of publication

2001-10-01 - Approved for Pub - Principal Register (Initial exam)

2001-08-08 - Communication received from applicant

2001-04-20 - Non-final action mailed

2001-03-30 - Case file assigned to examining attorney

---

**CONTACT INFORMATION**

---

**Correspondent (Owner)**

Susan Neuberger Weller (Attorney of record)

SUSAN NEUBERGER WELLER  
MINTZ LEVIN COHN FERRIS GLOVSKY ET AL  
ONE FOUNTAIN SQUARE  
11911 FREEDOM DRIVE SUITE 400  
RESTON VA 20190  
United States

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2004-06-15 14:58:24 ET**

**Serial Number:** 75061703

**Registration Number:** 2152865

**Mark (words only):** DR. SHAW'S

**Standard Character claim:** No

**Current Status:** Section 8 and 15 affidavits have been accepted and acknowledged.

**Date of Status:** 2003-09-20

**Filing Date:** 1996-02-07

**Transformed into a National Application:** No

**Registration Date:** 1998-04-21

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 101

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 900 -Warehouse (Newington)

**Date In Location:** 2003-10-21

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Shaw's Supermarkets, Inc.

**Address:**

Shaw's Supermarkets, Inc.  
P. O. Box 600  
East Bridgewater, MA 02333  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Massachusetts

---

**GOODS AND/OR SERVICES**

---

non-alcoholic beverages, namely, carbonated and non-carbonated soft drinks, colas and fruit-flavored drinks

**International Class:** 032

**First Use Date:** 1997-02-14

**First Use in Commerce Date:** 1997-02-14

**Basis:** 1(a)

---

**ADDITIONAL INFORMATION**

---

(NOT AVAILABLE)

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

2003-09-20 - Section 8 (6-year) accepted & Section 15 acknowledged

2003-08-08 - Section 8 (6-year) and Section 15 Filed

2003-08-08 - PAPER RECEIVED

1998-04-21 - Registered - Principal Register

1998-02-24 - Allowed for Registration - Principal Register (SOU accepted)

1998-02-17 - Case file assigned to examining attorney

1998-02-12 - Statement of use processing complete

1997-12-26 - Amendment to Use filed

1997-10-14 - Notice of allowance - mailed

1997-07-22 - Published for opposition

1997-06-20 - Notice of publication

1997-04-23 - Approved for Pub - Principal Register (Initial exam)

1997-03-18 - Communication received from applicant

1996-09-18 - Non-final action mailed

1996-09-13 - Case file assigned to examining attorney

---

**CONTACT INFORMATION**

---

**Correspondent**

HEIDI A SCHILLER (Attorney of record)

HEIDI A SCHILLER  
405 WALTHAM ST.  
PMB 406  
LEXINGTON, MA 02421

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2004-06-15 15:01:16 ET**

**Serial Number:** 75215473

**Registration Number:** 2123696

**Mark (words only):** SHAW'S SNAX ALL-OCCASION CRACKERS

**Standard Character claim:** No

**Current Status:** Section 8 and 15 affidavits have been accepted and acknowledged.

**Date of Status:** 2004-01-23

**Filing Date:** 1996-12-19

**Transformed into a National Application:** No

**Registration Date:** 1997-12-23

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 101

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 900 -Warehouse (Newington)

**Date In Location:** 2004-02-02

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Shaw's Supermarkets, Inc.

**Address:**

Shaw's Supermarkets, Inc.  
750 WEST CENTER STREET  
WEST BRIDGEWATER, MA 02333  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Massachusetts

---

**GOODS AND/OR SERVICES**

---

crackers

**International Class:** 030

**First Use Date:** 1996-11-07

**First Use in Commerce Date:** 1996-11-07

**Basis:** 1(a)

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "SNACKS ALL-OCCASION CRACKERS"

**Prior Registration Number(s):**

1187005

1228764

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

2004-01-23 - Section 8 (6-year) accepted & Section 15 acknowledged

2003-11-10 - Section 8 (6-year) and Section 15 Filed

2002-11-04 - PAPER RECEIVED

1997-12-23 - Registered - Principal Register

1997-09-30 - Published for opposition

1997-08-29 - Notice of publication

1997-08-04 - Approved for Pub - Principal Register (Initial exam)

1997-07-25 - Communication received from applicant

1997-07-16 - Non-final action mailed

1997-06-17 - Case file assigned to examining attorney

---

**CONTACT INFORMATION**

---

**Correspondent**

MICHAEL R. REINEMANN  
CESARI AND MCKENNA LLP  
88 BLACK FALCON AVE  
BOSTON, MA 02210



**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2003-12-17 17:14:29 ET**

**Serial Number: 76171962**

**Registration Number: (NOT AVAILABLE)**

**Mark**



**(words only): SHAW'S SIGNATURE BRAND**

**Standard Character claim: No**

**Current Status:** A non-final action has been mailed. This is a letter from the examining attorney requesting additional information and/or making an initial refusal. However, no final determination as to the registrability of the mark has been made.

**Date of Status:** 2003-05-15

**Filing Date:** 2000-11-28

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 106

**Attorney Assigned:**  
FROMM MARTHA L Employee Location

**Current Location:** 40S -SCANNING ON DEMAND

**Date In Location:** 2003-12-16

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Shaw's Supermarkets, Inc.

**Address:**

Shaw's Supermarkets, Inc.  
750 West Center Street  
West Bridgewater, MA 02379  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** Massachusetts

---

**GOODS AND/OR SERVICES**

---

ammonia for cleaning purposes, toilet cleaners, laundry detergent, laundry bleach, and cleaning preparation for glass

**International Class:** 003

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

tissue paper, paper napkins, paper towels and plastic wrap for foods

**International Class:** 016

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

paper plates and plastic cups

**International Class:** 021

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

meat, fish, poultry, game, butter, cheese, processed cheeses, processed cherries, dried fruits, applesauce, eggs, egg substitutes, canned and frozen fruits, fruit-based snack food, fruit spreads, jams, jellies, margarine, milk, evaporated milk, cream, non-dairy creamer, cooking oils, shortenings, pickles, sour cream, processed olives, processed tomatoes, canned tuna fish, pickles, canned and frozen vegetables, peanut butter, potato chips and yogurt

**International Class:** 029

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

ice cream, frozen macaroni and cheese, chocolate chips, chocolate syrups, coffee, frozen coffee, creams, cookies, pies, pastries, cakes, candies, bakery goods, muffins, doughnuts, confectioneries, flour, granola-based snack bars, processed cereal, granola, cocoa and honey snack mix consisting primarily of crackers, pretzels, popped popcorn, oatmeal, salt, sugar, vinegar, catsup, mayonnaise, pasta, frozen pizza, toaster pastries, spaghetti sauce, breads, rolls and crackers

**International Class:** 030

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis: 1(b)**

fresh fruits and vegetables, live flowers and plants, dog bones and pet food

**International Class: 031**

**First Use Date: (DATE NOT AVAILABLE)**

**First Use in Commerce Date: (DATE NOT AVAILABLE)**

**Basis: 1(b)**

non-alcoholic beverages, namely, carbonated and non-carbonated soft drinks, colas and fruit-flavored drinks

**International Class: 032**

**First Use Date: (DATE NOT AVAILABLE)**

**First Use in Commerce Date: (DATE NOT AVAILABLE)**

**Basis: 1(b)**

retail grocery and food store services

**International Class: 035**

**First Use Date: (DATE NOT AVAILABLE)**

**First Use in Commerce Date: (DATE NOT AVAILABLE)**

**Basis: 1(b)**

---

**ADDITIONAL INFORMATION**

---

**Disclaimer: "BRAND"**

**Prior Registration Number(s):**

1187005

1228764

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

2003-12-16 - Case File in TICRS

2003-11-17 - PAPER RECEIVED

2003-05-15 - Non-final action mailed

2003-05-07 - Previous allowance count withdrawn

2003-03-06 - Approved for Pub - Principal Register (Initial exam)

2003-02-26 - Examiner's amendment mailed  
2002-03-13 - Letter of suspension mailed  
2001-10-09 - Communication received from applicant  
2001-04-09 - Non-final action mailed  
2001-03-30 - Case file assigned to examining attorney

---

**CONTACT INFORMATION**

---

**Correspondent (Owner)**  
CHRISTINE M BAKER (Attorney of record)

CHRISTINE M BAKER  
MINTZ LEVIN COHN FERRIS GLOVSKY ET AL  
1 FINANCIAL CTR  
BOSTON MA 02111

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2003-12-17 17:14:54 ET**

**Serial Number:** 76171973

**Registration Number:** (NOT AVAILABLE)

**Mark (words only):** SHAW'S SIGNATURE BRAND

**Standard Character claim:** No

**Current Status:** A non-final action has been mailed. This is a letter from the examining attorney requesting additional information and/or making an initial refusal. However, no final determination as to the registrability of the mark has been made.

**Date of Status:** 2003-05-15

**Filing Date:** 2000-11-28

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 106

**Attorney Assigned:**  
FROMM MARTHA L Employee Location

**Current Location:** L6D -TMEG Law Office 106 - Docket Clerk

**Date In Location:** 2003-12-09

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

I. Shaw's Supermarkets, Inc.

**Address:**

Shaw's Supermarkets, Inc.  
750 West Center Street  
West Bridgewater, MA 02379  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Massachusetts

---

**GOODS AND/OR SERVICES**

---

ammonia for cleaning purposes, toilet cleaners, laundry detergent, laundry bleach, and cleaning preparation for glass

**International Class:** 003

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

tissue paper, paper napkins, paper towels and plastic wrap for foods

**International Class:** 016

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

paper plates and plastic cups

**International Class:** 021

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

meat, fish, poultry, game, butter, cheese, processed cheeses, processed cherries, dried fruits, applesauce, eggs, egg substitutes, canned and frozen fruit, fruit-based snack food, fruit spreads, jams, jellies, margarine, milk, evaporated milk, cream, non-dairy creamer, cooking oils, shortenings, pickles, sour cream, processed olives, processed tomatoes, canned tuna fish, pickles, canned and frozen vegetables, peanut butter, potato chips and yogurt

**International Class:** 029

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

ice cream, frozen macaroni and cheese, chocolate chips, chocolate syrups, coffee, frozen coffee, creams, cookies, pies, pastries, cakes, candies, bakery goods, muffins, doughnuts, confectioneries, flour, granola-based snack bars, processed cereal, granola, cocoa and honey snack mix consisting primarily of crackers, pretzels, popped popcorn, oatmeal, salt, sugar, vinegar, catsup, mayonnaise, pasta, frozen pizza, toaster pastries, spaghetti sauce, breads, rolls and crackers

**International Class:** 030

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

fresh fruits and vegetables, live flowers and plants, dog bones and pet food

**International Class:** 031

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

non-alcoholic beverages, namely, carbonated and non-carbonated soft drinks, colas and fruit-flavored drinks

**International Class:** 032

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

retail grocery and food store services

**International Class:** 035

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "BRAND"

**Prior Registration Number(s):**

1187005

1228764

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

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2003-11-17 - PAPER RECEIVED

2003-05-15 - Non-final action mailed

2003-05-07 - Previous allowance count withdrawn

2003-03-06 - Approved for Pub - Principal Register (Initial exam)

2003-02-26 - Examiner's amendment mailed

2002-03-13 - Letter of suspension mailed

2001-10-09 - Communication received from applicant

2001-04-09 - Non-final action mailed

2001-03-30 - Case file assigned to examining attorney

---

**CONTACT INFORMATION**

---

---

**Correspondent (Owner)**

CHRISTINE M BAKER (Attorney of record)

CHRISTINE M BAKER  
MINTZ LEVIN COHN FERRIS GLOVSKY ET AL  
1 FINANCIAL CTR  
BOSTON MA 02111

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2003-12-17 17:15:15 ET**

**Serial Number: 76171761**

**Registration Number: (NOT AVAILABLE)**

**Mark**



**(words only): SHAW'S SIGNATURE BRAND QUALITY SINCE 1860**

**Standard Character claim: No**

**Current Status: Opposition period completed, a Notice of Allowance has been issued.**

**Date of Status: 2003-08-19**

**Filing Date: 2000-11-28**

**The Notice of Allowance Date is: 2003-08-19**

**Transformed into a National Application: No**

**Registration Date: (DATE NOT AVAILABLE)**

**Register: Principal**

**Law Office Assigned: LAW OFFICE 106**

**Attorney Assigned:**  
**FROMM MARTHA L Employee Location**

**Current Location: 701 -Intent To Use Unit**

**Date In Location: 2003-12-10**

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

**I. Shaw's Supermarkets, Inc.**

**Address:**

Shaw's Supermarkets, Inc.  
750 West Center Street  
West Bridgewater, MA 02379  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** Massachusetts

---

**GOODS AND/OR SERVICES**

---

ammonia for cleaning purposes, toilet cleaners, laundry detergent, laundry bleach, and cleaning preparation for glass

**International Class:** 003

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

tissue paper, paper napkins, paper towels and plastic wrap for foods

**International Class:** 016

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

paper plates and plastic cups

**International Class:** 021

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis:** 1(b)

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**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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ice cream, frozen macaroni and cheese, chocolate chips, chocolate syrups, coffee, frozen coffee, creams, cookies, pies, pastries, cakes, candies, bakery goods, muffins, doughnuts, confectioneries, flour, granola-based snack bars, processed cereal, granola, cocoa and honey snack mix consisting primarily of crackers, pretzels, popped popcorn, oatmeal, salt, sugar, vinegar, catsup, mayonnaise, pasta, frozen pizza, toaster pastries, spaghetti sauce, breads, rolls and crackers

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**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**Basis: 1(b)**

fresh fruits and vegetables, live flowers and plants, dog bones and pet food

**International Class: 031**

**First Use Date: (DATE NOT AVAILABLE)**

**First Use in Commerce Date: (DATE NOT AVAILABLE)**

**Basis: 1(b)**

non-alcoholic beverages, namely, carbonated and non-carbonated soft drinks, colas and fruit-flavored drinks

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**First Use Date: (DATE NOT AVAILABLE)**

**First Use in Commerce Date: (DATE NOT AVAILABLE)**

**Basis: 1(b)**

retail grocery and food store services

**International Class: 035**

**First Use Date: (DATE NOT AVAILABLE)**

**First Use in Commerce Date: (DATE NOT AVAILABLE)**

**Basis: 1(b)**

---

**ADDITIONAL INFORMATION**

---

**Disclaimer:** "BRAND" and "QUALITY SINCE 1860"

**Description of Mark:** The mark consists of the wording "SHAW'S SIGNATURE BRAND QUALITY SINCE 1860", a fanciful letter "S", rectangular and circular designs, and a design consisting of leaves and fruit.

**Lining and Stippling:** The lining is a feature of the mark and does not indicate color.

**Prior Registration Number(s):**

1187005

1224428

1228764

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

2003-11-17 - PAPER RECEIVED

2003-08-19 - Notice of allowance - mailed

2003-05-27 - Published for opposition  
2003-05-07 - Notice of publication  
2003-03-06 - Approved for Pub - Principal Register (Initial exam)  
2003-02-26 - Examiner's amendment mailed  
2002-03-13 - Letter of suspension mailed  
2001-10-09 - Communication received from applicant  
2001-04-09 - Non-final action mailed  
2001-03-30 - Case file assigned to examining attorney

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**CONTACT INFORMATION**

---

**Correspondent (Owner)**

CHRISTINE M. BAKER (Attorney of record)

CHRISTINE M. BAKER ESQ  
MINTZ LEVIN COHN FERRIS GLOVSKY & POPEO  
ONE FINANCIAL CENTER  
BOSTON, MA 02111

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# UNITED STATES PATENT AND TRADEMARK OFFICE

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## Record 1 out of 1

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*(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)*



<b>Word Mark</b>	SHAW'S PREMIUM SEAFOOD
<b>Goods and Services</b>	IC 029. US 046. G & S: Value added seafood
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	031908 031924 090113 181102 240907 261107 261108 261120 261121
<b>Serial Number</b>	78156485
<b>Filing Date</b>	August 21, 2002
<b>Current Filing Basis</b>	1B
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	February 17, 2004
<b>Owner</b>	(APPLICANT) Shaw's Southern Belle Frozen Foods, Inc. CORPORATION FLORIDA 821 Virginia Street Jacksonville FLORIDA 32208
<b>Attorney of Record</b>	Auma N. Reggy
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PREMIUM SEAFOOD" APART FROM THE MARK AS SHOWN

**Type of Mark**      TRADEMARK  
**Register**            PRINCIPAL  
**Live/Dead**  
**Indicator**            LIVE

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Express Mail Serial No. EV3995262571US  
Date of Deposit: June 15, 2004

Attorney Docket No. 21528-803 [CMB]

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Applicant: Shaw's Southern Belle Frozen Foods, Inc.  
Serial No.: 78/156459  
Filed: August 21, 2002  
For: **SHAW'S PREMIUM SEAFOOD & DESIGN**

Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3514

**TRANSMITTAL LETTER**

Sir:

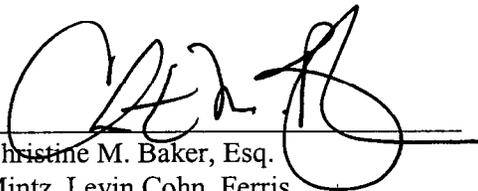
Transmitted herewith for filing are the following documents:

- Notice of Opposition with Exhibits A, B and C attached (original and 2 copies);
- Check No. 1986 in the amount of \$300.00; and
- Return Postcard

If the enclosed papers are considered incomplete, the Mail Room is respectfully requested to contact the undersigned collect at 212.935.3000, New York, New York.

The Commissioner is hereby authorized to credit any overpayment or charge any fee deficiency to Deposit Account No. 50-0311, Reference No. 21528-804. A duplicate letter is enclosed.

Respectfully submitted,



Christine M. Baker, Esq.  
Mintz, Levin Cohn, Ferris,  
Glovsky and Popeo, P.C.  
Chrysler Building  
666 Third Avenue  
New York, New York 10017  
Telephone (212).935.3000  
Attorneys for Applicant

Date: June 15, 2004



06-15-2004  
U.S. Patent & TMO/TM Mail Rcpt Dt. #22