



For Immediate Release

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Safeway to Open New Store in Tahoe City

Store officially opens to the public on Thursday, October 16 at 6am

Grand Opening Ceremony will begin at 1pm



Safeway is excited to announce the grand opening of its newest location in Tahoe City, which is set to replace the current store located at 850 N Lake Tahoe Blvd. Our new location, located at 100 W River Road, will open on October 16. Shoppers can look forward to a wide range of fresh offerings, convenient options, and an easy-to-shop experience.

“We are excited for our new location in Tahoe City,” said Karl Schroeder, Safeway Division President. “This new location further solidifies our commitment to invest in the communities we serve and bringing people together around the joys of food. The store is designed to provide an easy and enjoyable shopping experience with an emphasis on fresh and convenience. We look forward to serving guests and becoming a trusted destination for all their grocery needs.”

To celebrate the grand opening, Safeway will be hosting a brief program at the store with Safeway management and invited guests, including a \$5,000 check presentation from the Safeway Foundation to Sierra Community House followed by a ribbon cutting ceremony.

Grand Opening Ceremony – Media invited to attend

When: 1:00pm Thursday, October 16, 2025

Where: 100 W River Road, Tahoe City

Details: The store officially opens to the public at 6am

Safeway will be hosting special promotions throughout the opening week, including product tastings, giveaways, and more. Customers are invited to join the festivities and experience the new store's offerings firsthand.

Store Highlights:

- A deli department featuring an array of freshly prepared meals and ready-to-serve options.
- A full-service butcher block with fresh cut meats prepared daily.
- A signature bakery featuring freshly made pastries, bread, cookies, and cakes for special occasions.
- As the state's largest buyer of locally grown produce, Safeway provides an assortment of best in class fruits and vegetables, including organic and specialty items and fresh-cut fruits made in-store daily.
- A collection of fresh flowers, blooming plants, and home decor items, with in-store floral designers available for arrangements for all occasions.
- In-store Starbucks, staffed with friendly baristas ready to prepare specialty drinks.
- An exclusive line of Own Brands products, offering high-quality food and non-food choices.

The store will be open from 6am to 10pm with Alishia Martinex-Cox serving as the Store Director.

By joining Safeway for U, customers can access digital deals, earn points for rewards, and enjoy special perks like free monthly items and birthday freebies. For customers on the go, the Drive Up & Go service makes it easy for customers to shop online and pick up their groceries without leaving their car or customers can have groceries delivered to their doorstep with Safeway grocery delivery. Shop [Safeway.com](https://www.safeway.com) or mobile app from any device for the convenience of ordering groceries online.

About Safeway

Safeway is one of the most well-recognized grocery retail brands with a long-standing reputation for quality and service, proudly serving Northern California since 1926. Today, the company operates over 285 stores across Northern California, Nevada, and Hawaii, under four banners, including Andronico's, Safeway, Pak N' Save, and Vons. In 2024, the Safeway Northern California Division donated more than \$55 million in food and financial support to charitable organizations in the communities it serves. Safeway Northern California is a division of Albertsons Companies.