

# **Which Is the Most Effective Way to Improve Safeway's Bottom Line?**

**A: Stop CEO Steve Burd's Mismanagement**

**B: Cut Health Care Benefits for Workers**

". . . it would take [the health care costs of] the company's unionized workforce the better part of three decades to do as much damage to Safeway's bottom line as Burd did with a single merger deal in 1998." (Los Angeles Times, October 23, 2003).

Steve Burd has told the financial community that forcing labor disputes to eliminate health care benefits for working families in Southern California would help Safeway's bottom line by \$130 million.

He miscalculated again. Burd has antagonized thousands of workers and alienated millions of customers in one of the richest markets in the country. Hundreds of millions of dollars will be lost as those customers never come back again to a Safeway supermarket.

## **Isn't It Time to Fix the Real Problem?**

**Stop Steve Burd before  
He Loses Even More Money for the Company**



**A message from the working men and women of the  
United Food and Commercial Workers Union: A Voice for Working America**

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