

ALBERTSONS

ADVERTISING AND MARKETING CAMPAIGN



ALBERTSONS OUTDOOR



ALBERTSONS ENTRANCE



Albertsons
introduces
FEED FOR 4 \$15

Take Planning Dinner off your "to do" list.
Every day at 4:15, Albertsons members, "It's for dinner!" introducing 4:15 hour Albertsons. Everything you need to make delicious and healthy meals for a family of 4 is ready for you to pick up and check out for \$15.

Meal 1
Includes
Parmesan-Encrusted Veggie Cakes
\$15

Meal 2
Includes
Grilled Chicken with Noodles
\$15

Meal 3
Includes
Prime Beef Shishkabobs with Bacon
\$15

Albertsons

Call Office: 1-800-451-2611 and sign up at www.albertsons.com/415

ALBERTSONS INTERIOR



ALBERTSONS DISPLAY



FEED FOR 4 \$15



Take Planning Dinner off your "to do" list.

Every day at 4:15, America wonders, "What's for dinner?" Introducing 4:15 from Albertsons. Everything you need to make nutritious and healthy meals for a family of 4 is ready for you to pick up and check out for \$15.

Parmesan-Encrusted Veggie Cakes



Meal 1

Grilled Chicken with Noodles



Meal 2

Beef Shishkabobs with Bacon



Meal 3



FEED FOR 4 \$15



Quat nulla fea facin ulpat non ero ero et eu feugiat adidone quate tui ullam.

Contents

- Zucchini
- Bread Crumbs
- Parsley
- Red Peppers
- Onions
- Olive Oil
- Tomatoes
- Rosemary




Meal 1

Recipe 22

Parmesan-Encrusted Veggie Cakes


FEED FOR 4 \$15



Quat nulla fea facin ulpat non ero ero et eu feugiat adidone quate tui ullam.

Contents

- Chicken
- Flat Noodles
- Tray
- Red Peppers
- Onions
- Olive Oil
- Potato
- Rosemary
- Mushrooms



Meal 2

Recipe 23

Grilled Chicken with Flat Noodles

FEED FOR 4 \$15



Quat nulla fea facin ulpat non ero ero et eu feugiat adidone quate tui ullam.

Contents

- Beef
- Parsley
- Red Peppers
- Onions
- Olive Oil
- Potato
- Rosemary
- Mushrooms




Meal 3

Recipe 24

Beef Shishkabobs with Bacon


FEED FOR 4 \$15



Quat nulla fea facin ulpat non ero ero et eu feugiat adidone quate tui ullam.

Contents

- Beef
- Parsley
- Red Peppers
- Onions
- Olive Oil
- Potato
- Rosemary
- Mushrooms



Meal 3

Recipe 24

Beef Shishkabobs with Bacon

FEED FOR 4 \$15



Quat nulla fea facin ulpat non ero ero et eu feugiat adidone quate tui ullam.

Contents

- Beef
- Parsley
- Red Peppers
- Onions
- Olive Oil
- Potato
- Rosemary
- Mushrooms



Meal 3

Recipe 24

Beef Shishkabobs with Bacon

FEED FOR 4 \$15



Quat nulla fea facin ulpat non ero ero et eu feugiat adidone quate tui ullam.

Contents

- Beef
- Parsley
- Red Peppers
- Onions
- Olive Oil
- Potato
- Rosemary
- Mushrooms

Meal 3

Recipe 24

Beef Shishkabobs with Bacon

ALBERTSONS DISPLAY 2



FEED FOR 4 \$15



Take Planning Dinner off your "to do" list.

Every day at 4:15, America wonders, "What's for dinner?" Introducing 4:15 from Albertsons. Everything you need to make nutritious and healthy meals for a family of 4 is ready for you to pick up and check out for \$18.

Parmesan-Encrusted Veggie Cakes  Meal 1 \$15	Grilled Chicken with Noodles  Meal 2 \$15	Beef Shishkabobs with Bacon  Meal 3 \$15
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FEED FOR 4 \$15




Quat milla fea facin aliquo non ero ero et eu feugiat adiosne quisno tati ullam

Contents

- Zucchini
- Bread Crumbs
- Parsely
- Red Peppers
- Onions
- Olive Oil
- Tomatoes
- Rosemary


Meal 1


FEED FOR 4 \$15



Quat milla fea facin aliquo non ero ero et eu feugiat adiosne quisno tati ullam

Contents

- Zucchini
- Bread Crumbs
- Parsely
- Red Peppers
- Onions
- Olive Oil
- Tomatoes
- Rosemary


Meal 1

Recipe 22

- Combine the wheat berries with lightly salted water in a saucepan and bring to a boil. Reduce heat to low, cover, and simmer for 1 to 1 1/2 hours or until tender. Drain if necessary and set aside.
- In a large bowl, combine the wheat berries and pepper, green onions, parsley, chives, tomatoes, apples, and bread. Add vinegars, oil and popper and mix. Refrigerate for at least 1 hour to blend the flavors. Yield: 6 cups (12 servings) at 1 1/2 cup each. Keeps for up to 2 to 3 days in the refrigerator.

DIETETICAL FACTS
 152 calories per serving, 34.5 g carbohydrates, 4.1 g fiber, 5 g protein, 6.7 g fat (0.9 g saturated), 0 mg cholesterol, 215 mg sodium, 142 mg potassium, 1 mg iron, 28 mg calcium.

To watch the cooking video online for this recipe go to: www.albertsons.com/415

FEED FOR 4 \$15




Quat milla fea facin aliquo non ero ero et eu feugiat adiosne quisno tati ullam

Contents

- Chicken
- Flat Noodles
- Parsely
- Red Peppers
- Onions
- Olive Oil
- Tomatoes
- Rosemary


Meal 2


FEED FOR 4 \$15



Quat milla fea facin aliquo non ero ero et eu feugiat adiosne quisno tati ullam

Contents

- Chicken
- Flat Noodles
- Parsely
- Red Peppers
- Onions
- Olive Oil
- Tomatoes
- Rosemary


Meal 2

Recipe 23

- Combine the wheat berries with lightly salted water in a saucepan and bring to a boil. Reduce heat to low, cover, and simmer for 1 to 1 1/2 hours or until tender. Drain if necessary and set aside.
- In a large bowl, combine the wheat berries and pepper, green onions, parsley, chives, tomatoes, apples and bread. Add vinegars, oil and popper and mix. Refrigerate for at least 1 hour to blend the flavors. Yield: 6 cups (12 servings) at 1 1/2 cup each. Keeps for up to 2 to 3 days in the refrigerator.

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FEED FOR 4 \$15




Quat milla fea facin aliquo non ero ero et eu feugiat adiosne quisno tati ullam

Contents

- Beef
- Bacon
- Parsely
- Red Peppers
- Onions
- Olive Oil
- Potato
- Rosemary
- Mushrooms


Meal 3


FEED FOR 4 \$15



Quat milla fea facin aliquo non ero ero et eu feugiat adiosne quisno tati ullam

Contents

- Beef
- Bacon
- Parsely
- Red Peppers
- Onions
- Olive Oil
- Potato
- Rosemary
- Mushrooms


Meal 3

Recipe 24

- Combine the wheat berries with lightly salted water in a saucepan and bring to a boil. Reduce heat to low, cover, and simmer for 1 to 1 1/2 hours or until tender. Drain if necessary and set aside.
- In a large bowl, combine the wheat berries and pepper, green onions, parsley, chives, tomatoes, apples and bread. Add vinegars, oil and popper and mix. Refrigerate for at least 1 hour to blend the flavors. Yield: 6 cups (12 servings) at 1 1/2 cup each. Keeps for up to 2 to 3 days in the refrigerator.

DIETETICAL FACTS
 152 calories per serving, 34.5 g carbohydrates, 4.1 g fiber, 5 g protein, 6.7 g fat (0.9 g saturated), 0 mg cholesterol, 215 mg sodium, 142 mg potassium, 1 mg iron, 28 mg calcium.

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3 new meals every week. Meals for January 11-17

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FEED FOR 4 \$15



Save \$1.00
Culinary class

Take Planning Dinner off your "to do" list.

Every day at 4:15, America wonders, "What's for dinner?" Introducing 4:15 from Albertsons. Everything you need to make nutritious and healthy meals for a family of 4 is ready for you to pick up and check out for \$15.



Grilled Chicken with Noodles

1

2

3

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3 new meals every week. Meals for January 11-17

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FEED FOR 4 \$15

Grilled Chicken with Noodles

Ingredients:

1 cup wheat berries (white or red)	2 green apples, cored and chopped (don't peel)
1/2 cup dried cranberries	3 cups lightly salted water (for cooking)
1/2 cup thinly sliced fennel or celery	1/2 cup chopped fresh parsley
1 red pepper, seeded and chopped	2/3 cup Raspberry Vinaigrette (pg. 272)

Directions:

- Place the wheat berries in a colander and rinse with cold water; drain well. Transfer the rinsed wheatberries to a bowl, cover with at least triple the amount of water and soak overnight.
- Combine the wheat berries with lightly salted water in a saucepan and bring to a boil. Reduce heat to low, cover, and simmer for 1 to 1 1/2 hours or until tender. Drain if necessary and let cool.
- In a large bowl, combine the wheat berries, red pepper, green onions, parsley, cranberries, as and fennel. Add vinaigrette, salt and pepper; mix well. Refrigerate for at least 1 hour to blend the flavors. Yield: 6 cups (12 servings or 1/2 cup each). Keeps for up to 2 to 3 days in the refrigerator.


NUTRITIONAL FACTS
162 calories per serving, 24.5 g carbohydrate, 4.1 g fiber, 3 g protein, 6.7 g fat (0.9 g saturated), 0 mg cholesterol, 213 mg sodium, 142 mg potassium, 1 mg iron, 26 mg calcium

1

2


3

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FEED FOR 4 \$15

Grilled Chicken with Noodles



1

2

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ALBERTSONS BANNERS

Week of January 11-17, 2008 (3 new meals every week)

MORE ABOUT 4:15 PREVIOUS RECIPES LOCATE A STORE

FEED FOR 4 \$15

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Every day at 4:15, America wonders, "What's for dinner?" Introducing 4:15 from Albertsons. Everything you need to make nutritious and healthy meals for a family of 4 is ready for you to pick up and check out for \$15.

LEARN MORE ▶

VEGGIE	CHICKEN	BEEF
Parmesan-Encrusted Veggie Cakes	Grilled Chicken with Noodles	Prime Beef Shishkabobs with Bacon
INCLUDES: quat nulla fea facin vulput non ero ero el eu feit adionse quatit tial ullam augtate conse asil exercis cididiam lupatuae vulput eum illupatum set \$15	INCLUDES: quat nulla fea facin vulput non ero ero el eu feit adionse quatit tial ullam augtate conse asil exercis cididiam lupatuae vulput eum illupatum set \$15	INCLUDES: quat nulla fea facin vulput non ero ero el eu feit adionse quatit tial ullam augtate conse asil exercis cididiam lupatuae vulput eum illupatum set \$15
Meal 1	Meal 2	Meal 3

MORE ABOUT 4:15 PREVIOUS RECIPES MORE SAVINGS LOCATE A STORE ZIP CODE GO

SAVINGS

2 DAY LOW PRICE	MON	TUE	WED	THU	FRI	SAT	SUN
Lay's Potato Chips 10.5-11 oz. Select Varieties 1.59							
Lean Cuisine 5.25-11 oz. Select Varieties Limit 10 Total 3.49							
Uncooked Shrimp 5.25-11 oz. Select Varieties Limit 10 Total 5.99							
Budweiser 30-36, 12 oz cans Limit 10 Total Select Varieties 11.99							

FEED FOR 4 \$15

Take Planning Dinner off your "to do" list.

MORE ABOUT 4:15 MORE RECIPES LOCATE A STORE

ROLL OVER FOR INSTANT RECIPE

Veggie	Chicken	Beef

FEED FOR 4 \$15

Take Planning Dinner off your "to do" list.

MORE ABOUT 4:15 MORE RECIPES LOCATE A STORE

ROLL OVER FOR INSTANT RECIPE

Veggie	Chicken	Beef

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Pick your favorite meals NOW ▶

FEED FOR 4 \$15

Take Planning Dinner off your "to do" list.

MORE ABOUT 4:15 MORE RECIPES LOCATE A STORE

ROLL OVER FOR INSTANT RECIPE

Veggie	Meal

Ingredients:

- 1 cup wheat berries (white or red)
- 1/2 cup dried cranberries
- 1/4 cup thinly sliced fennel bulb or celery
- 1 red pepper, seeded and chopped
- Freshly ground black pepper

Directions:

- Place the wheat berries in a colander and rinse with cold water; drain well. Transfer the rinsed wheat
- Combine the wheat berries with lightly salted water in a saucepan and bring to a boil. Reduce heat to low, cover, and simmer for 1 to 1 1/2 hours or until tender, as necessary
- In a large bowl, combine the wheat berries, red pepper, green onions, parsley, cranberries, apples; toss in the refrigerator.

FEED FOR 4 \$15

Grab and go Dinners for 4 only \$15

FIND OUT HOW MORE ABOUT 4:15 LOCATE A STORE

FEED FOR 4 \$15

Take Planning Dinner off your "to do" list.

MORE ABOUT 4:15 MORE RECIPES LOCATE A STORE

FEED FOR 4 \$15

Grab and go Dinners for 4 only \$15

FIND OUT HOW MORE ABOUT 4:15 LOCATE A STORE

FEED FOR 4 \$15

Take Planning Dinner off your "to do" list.

MORE ABOUT 4:15 MORE RECIPES LOCATE A STORE

Grill Chicken with Noodles

Contents:

1. Lorem ipsum
2. dolor sit amet
3. consectetur
4. adipiscing
5. elit Cras
6. consectetur
7. adipiscing

MORE RECIPES ▶

Every day at 4:15, America wonders, "What's for dinner?" Introducing 4:15 from Albertsons. Everything you need to make nutritious and healthy meals for a family of 4 is ready for you to pick up and check out for \$15.

Pick your favorite meals NOW ▶

Fresh new dinner ideas for 4
are just around the corner.



FEED FOR 4 \$15

Everything you need to make a nutritious and healthy meal for a family for 4 is ready for you to just pick up and check out.



Albertsons
Good Things are just around the corner.

For more info go to: www.albertsons/415.com

Fast delicious dinners for 4
are just around the corner.



FEED FOR 4 \$15

Everything you need to make a nutritious and healthy meal for a family for 4 is ready for you to just pick up and check out.

Albertsons
Good Things are just around the corner.

For more info go to: www.albertsons/415.com



3 new meals every week. **Week of January 11-17, 2009**

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John Doe
1234 Main Street
Somewhere, America
USA 90887



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VEGGIE
Parmesan Encrusted Veggie Cakes

CHICKEN
Grilled Chicken with Noodles

BEEF
Prime Beef Shishkabobs with Bacon

Meal 1 Meal 2 Meal 3

Get a **FREE** Albertsons Recipe Box after 6 purchases of "Feed 4 for \$15" meals.

www.albertsons.com/recipe



SAVINGS

Week of January 11-17, 2009

Lean Protein Chips 12.99 ea. Limit 10 Total	5.99	Unseasoned Shrimp 12.99 ea. Limit 10 Total	5.99
Lean Cuisine 3.29-11 ea. Limit 10 Total	3.49	Lean Protein Chips 12.99 ea. Limit 10 Total	1.59
Unseasoned Shrimp 12.99 ea. Limit 10 Total	5.99	Lean Cuisine 3.29-11 ea. Limit 10 Total	3.49
Butterbean 36.29 ea. Limit 10 Total	11.99		

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