



the promises
we make
every day

*corporate responsibility &
the Hannaford community*



SUPERMARKETS
find out more at hannaford.com





It's about being responsible for our future.

Look around a Hannaford Supermarket for a moment. Consider the farmers and their fields & orchards, our suppliers and their factories, Hannaford associates ... you and your family. We are all connected. We are all linked by a shared concern for our earth and a desire to care for the diverse bounty it provides. At Hannaford, we celebrate and honor this bond, because it brings us together as a community. That's why we work every day to make certain that what you find in our stores - from the foods we carry to the services we offer - demonstrate our care for this connection and our stewardship for our planet's natural resources.

This brief brochure is your guide to the promises we're making today and for the future, because we believe that corporate responsibility is our shared responsibility.

To know more and keep track of what we have planned, we invite you to visit hannaford.com.

People

Making healthy food choices simple and providing easy access to health and nutrition information are some of our most important contributions to our customers and our associates.

"If you have health, you probably will be happy, and if you have health and happiness, you have all the wealth you need, even if it is not all you want." -Elbert Hubbard

When It Comes to Nutrition, Reach for the Stars

We developed our Guiding Stars program to make healthy eating compatible with fast-paced lifestyles. At a glance, shoppers can identify foods with the highest nutritional values throughout our stores. You can even track your purchases of starred items, get nutrition facts and allergy warnings at hannaford.com. In addition to nutritional navigation with Guiding Stars, Hannaford provides the following tools to enrich the health and well-being of our customers, associates and communities:

• Free nutrition classes

Sign up for a variety of topics, including eating to manage a variety of health conditions. At the new "moving classroom" stations in our stores, shoppers will learn tips and tricks to eating for better health and be able to ask our registered dietitians questions about nutrition.

• Healthy saver® plus

Our prescription savings program was created to help our customers stretch health care dollars. For a small annual fee, you can purchase any one of over 450 featured generic prescription drugs for as little as \$4 from a Hannaford in-store pharmacy. This program has saved our customers over \$55 million to date.

• Store tours

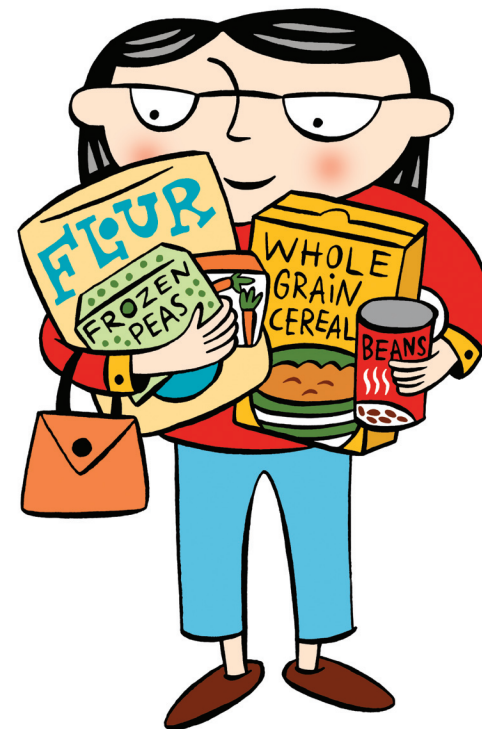
Designed to teach children from preschool through fifth grade about healthy eating.

• Fresh magazine

Features healthy recipes for every season, including recipes for special diets.

Tips for Eating Healthy on a Budget:

- Buy in bulk. You'll save money and reduce packaging.
- Freeze it. Prepare meals in larger batches and freeze leftovers in reusable containers.
- Buy frozen fruits and veggies. They last longer, are less expensive, and typically have the same nutritional content as fresh.
- Buy Hannaford brand foods that earn Guiding Stars. You'll find lots of nutritious options, reasonably priced.
- Buy whole grains and beans. They're not only nutrient dense, they are also only pennies per serving.



Products

We're constantly evolving to ensure our products are as healthy, safe, and as responsibly sourced as possible. We continually evaluate the impact they have on human health and the environment.

*"Did you ever stop to taste a carrot? Not just eat it, but taste it? You can't taste the beauty and energy of the earth in a Twinkie."
-Astrid Alauda*

Locally Grown Close to Home

Throughout our stores you'll find products that are locally grown or made. Providing local foods has been at the heart of our business for 127 years. Today we partner with more than 220 farmers and hundreds of local companies to supply our network of stores with locally grown fruits, vegetables, dairy products and more. Look for our "Close to Home" signs to help you identify local products in the aisles. Eating local foods supports local economies and helps preserve open spaces and family farms. It also cuts down on fossil fuels consumed in transporting foods over long distances. Best of all, you can enjoy foods in-season at their freshest and most nutritious.

Sustainable Seafood

Supporting local producers goes hand-in-hand with safeguarding the sustainability of New England fisheries. Hannaford is working with the Gulf of Maine Research Institute to implement guidelines for sourcing seafood in a way that ensures seafood will be available for generations to come. For more information on our sourcing policy and for details of how we are implementing it, visit hannaford.com.

Organic & Natural

Hannaford wants to be your source for organic and natural foods. We carry more than 3,500 organic and natural products, giving shoppers plenty of delicious choices.

Animal Welfare

Our own Nature's Place meats achieve high standards of animal welfare. Animals must be fed an all-vegetarian diet with no antibiotics or hormones, and be raised and processed with a high level of care. We also have a policy that ensures that all animals we source for food are treated humanely.

Tip: Look for labels that certify humane treatment on meat and dairy packaging.

Fair Trade

We're proud to offer an increasing number of Fair Trade-certified products. Farmers and workers in developing countries deserve fair pay for their labor and their products. The Fair Trade symbol certifies that products like tea, coffee, bananas, sugar, rice, and fresh fruits have been purchased at a fair price to ensure that the farmers, families, and communities they came from can continue to thrive. We also carry UTZ Certified coffees. UTZ Certified coffees are responsibly produced and traceable.



Safety First

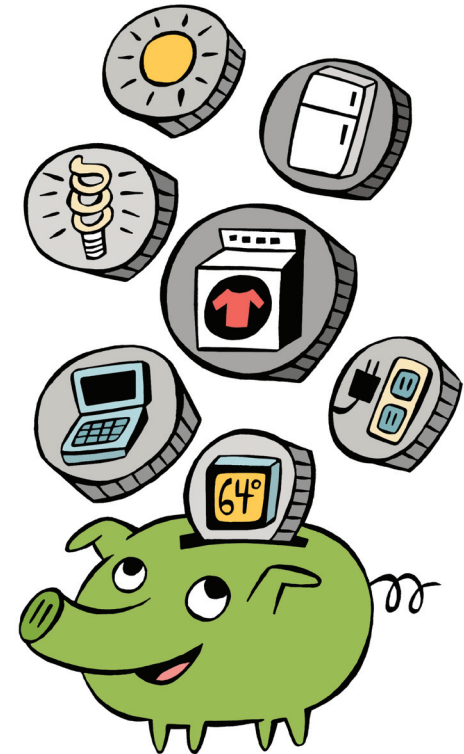
Ensuring the quality and safety of the products on our shelves is of paramount importance to us. To that end, we've implemented company-wide standards. We rigorously audit and inspect our stores throughout the year, and every Hannaford associate receives ongoing food safety training. Check out the "All About Food" section on our Web site for tips on safe food preparation and storage.

Reduce, Reuse, Rethink Your Own Choices

- Drive less. Transportation contributes to 30 percent of all carbon emissions. Combine errands in a single trip; carpool; take a power walk to the supermarket!
- Turning down your water heater setting just 2 degrees equates to big savings.
- Buy a fuel-efficient car.
- Don't heat more water than you need to make a cup of tea or coffee.
- Find out what your city or town recycles, and fill your bin every week.
- Save water one flush at a time – fill a one-liter plastic jug with water and submerge it in the toilet tank. You'll save thousands of liters of water annually.
- Install a low-flow showerhead and take a shorter shower. Showers consume approximately 1/5 of the water used indoors.
- Microwave more. It uses about 70 percent less energy than a conventional oven.
- Before discarding empty paint cans, allow the remaining paint to dry completely with the top off. Latex paint isn't hazardous once it's solidified.
- Buy local whenever possible.
- Carry reusable shopping bags in your car for convenience.
- Choose products with minimal packaging.
- Save paper. Pay your bills online, and sign up for online statements.

Seven Energy-Efficient Tips for Saving Money

1. Use a programmable thermostat to conserve energy while you're asleep or away.
2. Open your curtains during daylight hours to take advantage of free solar heat.
3. Switch to compact fluorescent lightbulbs— they use about 75 percent less energy and last up to ten times longer than standard incandescent bulbs.
4. Choose a laptop over a desktop computer to cut your energy use in half.
5. Clean your refrigerator's gaskets and condenser coils twice a year.
6. Wash your laundry in cold water.
7. Unplug unused electronics. In the average home, 75 percent of the electricity used to power home electronics is consumed while the products are turned off.



Planet

We're coming up with new ideas every day on how to reduce our energy consumption and preserve natural resources. What's good for the environment creates a healthy business, as well—and when we save money with more efficient stores, we can keep our costs low for customers, too.

The Greener Grocer

Efficiency-wise, Hannaford Supermarkets outperform most other grocery stores, thanks in part to state-of-the-art building automation systems that allow remote monitoring and control of heating, ventilating, air conditioning, refrigeration and lighting systems. In addition, reclaimed heat displaces fossil fuels in many space heating applications. Not only do good energy practices help us reduce our carbon emissions, we save more than \$50,000 per store annually.

Our LEED Store

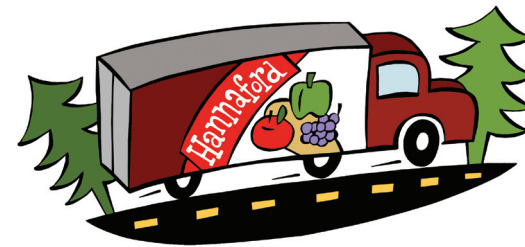
In July of 2009 we opened the first and only LEED Platinum-certified supermarket in the world. The Augusta, Maine, store is 44 percent more energy-efficient than a typical supermarket. Green features include geothermal heating and cooling, solar photovoltaic panels, high-efficiency refrigeration and energy-efficient lighting. A green roof provides insulation and helps control storm water runoff. Throughout construction, we recycled 95 percent of the material from the site. This pilot store is part of a larger initiative to apply green designs to our new and remodeled stores.



*"We do not inherit the earth from our ancestors, we borrow it from our children."
-Native American Proverb*

Partnering with the EPA for a Better Way

Hannaford has been recognized by the Environmental Protection Agency (EPA) as an ENERGY STAR Leader. ENERGY STAR is a joint program of the EPA and the Department of Energy that promotes energy-efficient products and practices. Visit energystar.gov for more information. Hannaford is also a founding member of the EPA's Green Chill program. Green Chill is an EPA partnership with food retailers to reduce refrigerant emissions and decrease their impact on the ozone layer and climate change.



Hannaford Trucking is proud to be a partner in the EPA's SmartWay Transportation program. As a SmartWay carrier, we've improved operations while increasing overall energy efficiency through optimized delivery schedules, fuel conservation, and reduced emissions. Energy-efficient SmartWay upgrades range from adding tandem trailers to the fleet to using single-wide tires, which increase fuel efficiency by up to 12 percent. We're also working with manufacturers to create lighter, more aerodynamic vehicles and exploring hybrid refrigeration technology for our refrigerated trailers.



People

- \$4 million donated to community groups annually
- 26% of products in our stores receive at least 1 Guiding Star
- Hannaford was the only U.S. retailer to win Platinum honors in the National Business Group on Health's Employers for Healthy Lifestyles for three years running in 2007, 2008 and 2009

Products

- 3,500+ organic & natural products are carried in our stores
- We work with over 220 farmers and hundreds of local products are in our stores
- Hannaford offers Fair Trade-certified options for coffees, teas, chocolate, rice, and spices

Planet

- Over 26% of our waste is recycled
- 5 stores have solar panels on the roof
- In 2009 we composted 4,600 tons of food waste
- Opened and operating the most environmentally advanced supermarket in the world