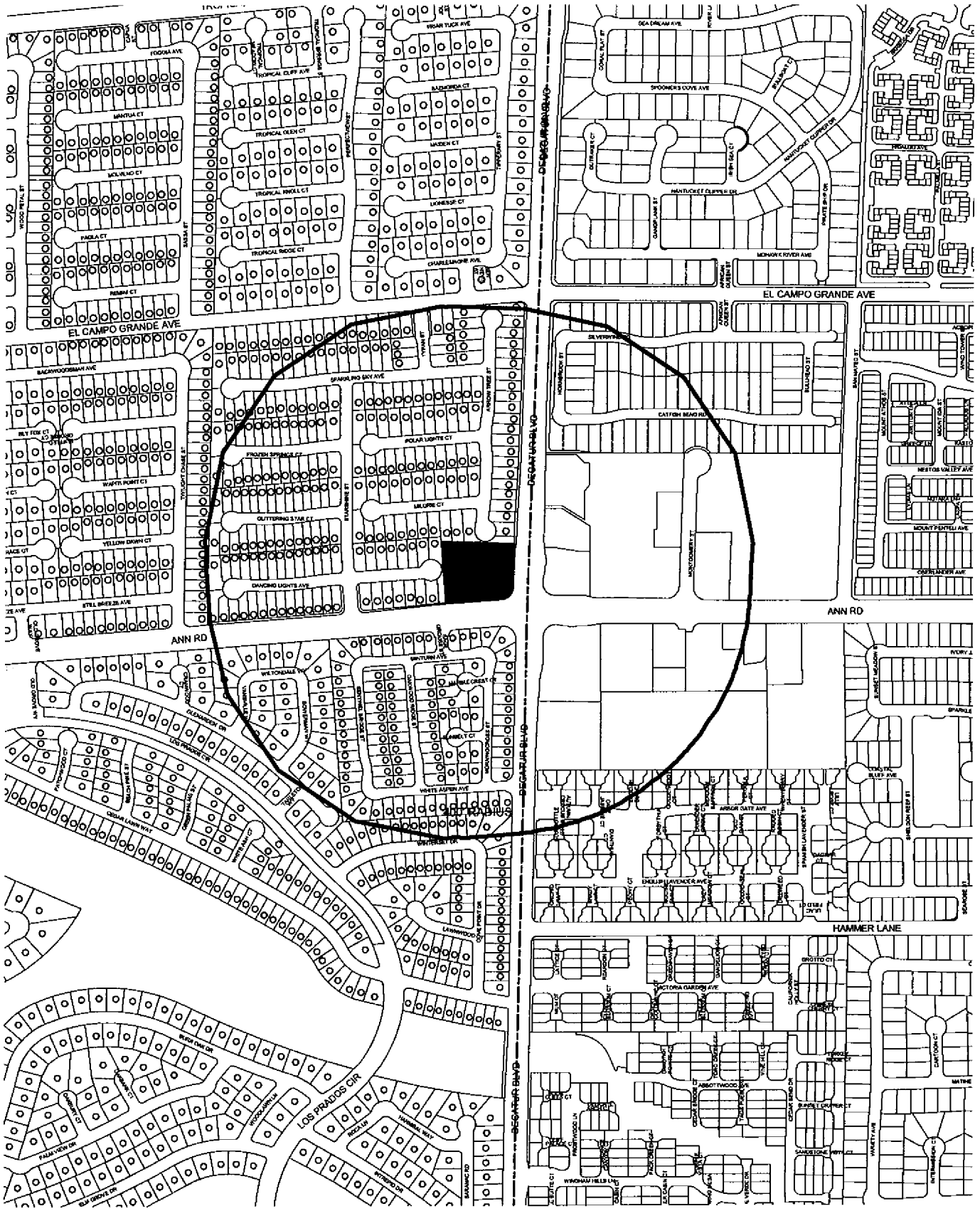FRESH & EASY NEIGHBORHOOD MARKET