



Independent Together

For Immediate Release

March 16, 2022

Foodtown of Caldwell Celebrates Grand Re-Opening

Caldwell, NJ – After an extensive renovation, Foodtown of Caldwell celebrated its grand re-opening on Friday, March 11, 2022. “It’s been a long process, but well worth it as our customers and the community deserve the very best shopping experience in a modern grocery establishment,” said Jack Shakoor, owner of Foodtown of Caldwell.

The new shopping experience begins as you approach the supermarket with a fresh façade along Bloomfield Avenue and the back adjoining parking lot. As you enter the supermarket, shoppers will immediately enjoy a contemporary, upscale shopping experience created by new modern lighting, floor tiles, wine display cases, food showcases, self-checkout registers and more. According to Adam Shapiro, Director of Operations for the store, the new décor package and complete reconfiguration of the aisles and positioning of the various departments improve flow and visibility and deliver a superior sensory shopping experience.

Food and product enhancements include an added cheese shop, whole bean coffee, enhanced wine, beer and a liquor selection, greater variety of hot and prepared foods to go, expanded bakery department featuring fresh baked breads and rolls, expanded organic produce section as well as expanded Rancher’s Legend beef and more natural and organic poultry.

In the Center Store, shoppers will notice an enhanced assortment of favorite brands, as well as an expanded offering of private label goods including natural and organic Green Way products, and an expanded assortment of natural and specialty goods.

“The renovation of Foodtown of Caldwell underscores Jack Shakoor’s commitment to the community he serves. He is a long-standing member of our cooperative – including being on our Cooperative’s Board of Directors – and operates three additional Foodtown supermarkets in Northern New Jersey,” John T. Derderian, President & COO, Allegiance Retail Services/Foodtown. (cont’d)

About Allegiance Retail Services LLC

Allegiance Retail Services, LLC supports independent supermarkets (e.g., Foodtown, Freshtown, D'Agostino, Gristedes, Pathmark, LaBella Marketplace, Brooklyn Harvest, Market Fresh, Big Deal Food Market, Green Way Markets and Shop n Bag) for retail success by providing them with marketing, advertising, technological and merchandising support, as well as a full line of private label products, including Foodtown, Green Way and Rancher's Legend. For more information, please visit www.allegianceretailservices.com

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CONTACT:

John T. Derderian
President & COO
Allegiance Retail Services, LLC
732-596-6062
jderderian@allegiancehq.com

Daniel Katz
Chairman & CEO
Allegiance Retail Services, LLC
914-667-6400 ext. 1011
dan@psksupermarkets.com