



Independent Together

For Immediate Release

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Images attached courtesy of Allegiance Retail Services

Foodtown Launches Rebranding with Tagline “Quality Meals Begin at Foodtown”

Campaign Reminds Shoppers that Foodtown’s Family Owned and Operated Stores are Committed to Quality Meals and Exceptional Service

Iselin, NJ – Allegiance Retail Services (ARS) unveiled this month a new marketing campaign for its Foodtown banner with the message “Quality Meals Begin at Foodtown” to express the brand’s commitment to offering fresh perishables, quality products, and exceptional service. The campaign is aimed to provide comfort and confidence to shoppers knowing when they choose to shop Foodtown, they will be offered fresh, quality products, both instore and online.

“Quality comes in many forms. But what most people want is more quality time with friends, family, or even themselves. I think we all know that it can be hard to make time for life. And it’s even more difficult making the most of the time that we do get,” said Donna Zambo, Vice President, Chief Marketing Officer, ARS. “At Foodtown we know that without quality food, service and nutrition, quality time wouldn’t be quite as meaningful. Birthdays, anniversaries, game nights, workouts, late night study sessions, and play dates are all everyday moments that make us who we are. We want to be there with our shoppers by providing fresh, quality food options for these times.”

The campaign positions Foodtown as an integral member of the community dedicated to the wellbeing of not only its customers but associates too. After two years of unparalleled demand in the grocery industry, shoppers now depend on their local grocers as partners in their family’s overall wellness. The campaign underscores Foodtown’s commitment to make it easy to provide nutritious meals and snacks as families return to the pre-pandemic activities of work, school, sports, hobbies, and togetherness.

A new Foodtown logo lockup was created featuring the tagline Locally Owned, Family Operated, to remind shoppers of Foodtown’s ongoing dedication to its connection to each distinct neighborhood. Foodtown is proud of its legacy as a collection of family operated neighborhood stores, servicing the hard-working people in their own communities.

The rebranding campaign is supported through strategic marketing channels, including social media, digital media, store websites, along with broadcast and print advertising, and retail promotions, sponsorships, and events.

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Driving an emotional and practical appeal, the digital campaign will focus on the benefits of quality time and show how consumers can enjoy more of it when Quality Meals Begin at Foodtown. The print promotional campaign will highlight the store's quality products and feature Foodtown's fresh, high-quality produce, meat, seafood, deli, and bakery products.

"It is an exciting time to launch this new Foodtown rebranding campaign as people are starting to come together again after the pandemic," said Donna Zambo, Vice President and Chief Marketing Officer for Allegiance Retail Services. "Food brings people together, and we are happy to celebrate the return of that quality of life."

About Allegiance Retail Services

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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