



## **Foodtown Launches Three-Ingredient Challenge**

### ***Recipe Contest Inspires Easy, Healthy Meals***

**December 7, 2021 (Iselin, NJ)** –Allegiance Retail Services announces it has launched under the Foodtown banner a Three-Ingredient Challenge as part of its ongoing dedication to providing shoppers with the convenience they need to serve healthy meals. The demands of work and family activities, and cooking fatigue after the pandemic can present challenges to making time for a home-cooked meal.

Foodtown offers a solution with its inspirational Three-Ingredient Challenge featuring quick and delicious recipes for easy, healthy eating during the holidays and throughout the year. There are recipes for easy to prepare Holiday dishes as well as cookies for Santa. Consumers can participate in the Three-Ingredient Challenge by sharing their favorite three-ingredient recipes for the chance to win a \$100.00 Foodtown gift card. The contest, for shoppers and store associates, runs through mid-December 2021.

“This exciting program engages a 360-degree approach to strategically promote the campaign through all marketing channels,” said Donna Zambo, Vice President and Chief Marketing Officer for Allegiance Retail Services. “We aim to build awareness that Foodtown is an integral member of the community, dedicated to the health and wellbeing of our associates and customers.”

The promotion is being supported by Foodtown’s AOR (agency of record), Constellation Agency, who produced and is now managing the digital content for The Three-Ingredient Challenge across Foodtown’s organic and paid platforms including [Facebook](#), Pinterest, Connected TV, [Instagram Reels](#), TikTok, and Google Paid Search.

“Foodtown understands better than anyone in the grocery space that making a meaningful impact requires a hyper-localized approach to advertising,” says Constellation’s CEO Diana Lee. “Since the campaign launched in September, we’ve seen an average click-thru-rate well over 1%, an astounding

early indication that eye-catching creative put in front of the right audiences can drive powerful results.”

The media mix also includes website and in-store digital screens, and in retail stores featuring signage with QR codes where shoppers can see videos. On air personality Greg T will be promoting it on the popular morning show airing on KTU iHeartRadio.

The Three-Ingredient Challenge features Foodtown’s own dynamic registered dietitian and nutritionist Jacqueline Gomes, who will lead the way in providing tips and recipes for quick and healthy meals. “Recipes don’t have to be complicated; they can be healthy and yummy with ingredients such as salsa and dark chocolate,” Gomes says. “We hope this will inspire folks to create and share fun, easy recipes and have extra time to enjoy the holidays.”

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### 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](http://www.allegianceretailservices.com).

Website promotion of Three Ingredient Challenge:

<https://www.foodtown.com/>

Radio Spots:

<https://drive.google.com/file/d/1FMETDdLoDRBgsJ3SFdpBk8uzdhRMkcXj/view?usp=sharing>

<https://drive.google.com/file/d/1s3z6vFsrZcaOSnJF4bQKCewy6irQNb4n/view?usp=sharing>

Facebook examples:

<https://www.facebook.com/FoodtownSupermarkets/videos/563590434942673/>

<https://www.facebook.com/FoodtownSupermarkets/videos/433787471443154/>

Instagram examples:

<https://www.instagram.com/p/CW6l6cvrKtn/>

[Foodtown \(@foodtownsupermarkets\) • Instagram photos and videos](#)

YouTube examples:

<https://www.youtube.com/watch?v=5qJjcQKeg54>

Spanish Language Asset Example:

<https://drive.google.com/file/d/14CEIIRR7JowKod9vnuQq13Bta-H6uQP/view?usp=sharing>