



Independent Together

Media Contact: Jeanine Genauer
jgenauer@jprgroup.com, 973-809-8832
The JPR Group, www.jprgroup.com

FOR IMMEDIATE RELEASE

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Creative attached: Make the Most

Foodtown Helping Customers Make the Most of This Thanksgiving Rolls Out Countdown to Thanksgiving and Post-Thanksgiving Live Event

Iselin, NJ – Given the recent surge in COVID cases, along with many doctors and leaders advising to keep gatherings to a minimum, Foodtown has been working with its customers to not only prepare, but to Make the Most of this Thanksgiving season.

With so many people likely preparing a full Thanksgiving meal at home, Foodtown wants to ensure customers have the resources for making the most of the holiday. The Make the Most of This Thanksgiving program kicks off Sunday, November 22, with a daily countdown to Thanksgiving featuring special tips from [Foodtown registered dietitian nutritionist Jacqueline Gomes](#). Her Easy to Eat Well web series can be found on both Foodtown.com and the [Foodtown Supermarkets Facebook page](#). Make the Most of This Thanksgiving will conclude with a [Facebook Live](#) event on Friday, November 27 at 11 AM on 'recovering from the holiday', which will include a Q & A, healthy suggestions for turkey leftovers, and tips for exercise and movement. Additionally, retail customers will have a chance to win a \$100 Foodtown Gift Card when they share their own leftover creations.

Make the Most of this Thanksgiving w/Jacqueline Countdown

Sunday, November 22 - Add Nutrition to Stuffing and Side Dishes & Lighten Up!

Monday, November 23 - Enjoy the Perfect Holiday Mocktail!

- more -

Tuesday, November 24 - Get ready for the day with a satisfying Breakfast!

Wednesday, November 25 – How to Relax and Enjoy the Day!

Friday, November 27 at 11 AM EST - Facebook Live Event on Post-Thanksgiving Health & Leftovers

Foodtown would like its customers to know its in-store preparations started early with procuring turkeys in various sizes, including an increase in smaller size birds and breasts, as well as offering alternative items for the FREE Turkey program. This year, customers will be able to choose between a turkey, turkey breast, ham, whole chicken, pork picnic, or even a \$10 store gift card. Also, special attention was paid to baking needs. “We all remember the high interest in baking that occurred this past spring at the start of the pandemic, creating a spike in yeast and the flood of banana breads posted to social media,” said John T. Derderian, President & COO, Allegiance Retail Services/Foodtown. “It was important for our stores to get ahead and stock store shelves early so customers would have the opportunity to purchase all necessary baking items both ahead of Thanksgiving and through the end of the year.”

“We understand this Thanksgiving may be a little different, and we wanted to ensure we do whatever we can to help our customers Make the Most of This Thanksgiving, and the entire season,” concluded John T. Derderian.

About Allegiance

Allegiance Retail Services, LLC supports independent supermarkets (e.g. Foodtown, D’Agostino, Gristedes, Big Deal, La Bella, Brooklyn Harvest and Pathmark) for retail success by providing them with marketing, advertising, technological and merchandising support, as well as a full line of private label items. For more information, visit www.allegianceretailservices.com.