

FOR IMMEDIATE RELEASE

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New York/New Jersey/PA Grocery Stores launch #IStayHomeForMyGroceryHeroes Campaign

Iselin, NJ – Allegiance Retail Services, the cooperative arm for Foodtown, D’Agostino, Gristedes, Big Deal, La Bella, Brooklyn Harvest and Pathmark grocery stores announce today that they are supporting Governor Cuomo in asking people to stay home to help protect lives with their own campaign highlighting the thousands of heroes who go to work everyday in the area’s food stores. **#IStayHomeForMyGroceryHeroes** ties in and supports the Governor’s #IStayHomeFor campaign, which honors those working on the front lines and also those vulnerable in our society.

“We want to shine light on the sometimes forgotten front line heroes who are working and operating local grocery stores and providing the food and household items we all need,” said John Derderian, President & COO, Allegiance Retail Services.

Considered essential workers, many grocery store employees from those that stock the shelves, to the meat and produce workers, and cashiers, are working tirelessly to not only stock and serve, but also clean and sanitize the stores. Many Allegiance affiliated stores offer online grocery services as well, so the same skeleton crews are working non-stop to shop for those customers who either are afraid or cannot shop for themselves.

As part of the campaign, customers are being asked to share their appreciation of their Grocery Store Heroes and post a photo or thank you with the hashtag **#IStayHomeForMyGroceryHeroes**.

The owners of Foodtown, D’Agostino, Gristedes, Big Deal, La Bella, Brooklyn Harvest and Pathmark encourage all customers to help keep their Grocery Store Heroes as safe as possible with these recommendations:

- Adhere to government regulations and guidelines to:
 - wear protective face masks and gloves when going to the store
 - Do not go to the store if you are sick, showing any signs/symptoms of illness, or have been exposed to someone who is sick.
- Be mindful and purposeful when you are at the grocery store:
 - Practice social distancing with fellow customers AND associates
 - Have a plan and make a list – go to Foodtown.com to help make your list
 - Shop for a minimum of 7-10 days, in order to limit the frequency of your trips
 - Check with other households - family and neighbors - before you go to the store. Perhaps shop for two households and drop their groceries off at their front door.

- Continue to show respect and kindness:
 - It is the simple acts of kindness, a thank you and sign of appreciation that mean so much to all the Grocery Heroes. It's what keeps them going, knowing that what they contribute truly matters and is appreciated.
 - Communicate a thank you at the store, and also share your kind thoughts on the Foodtown Facebook page, and don't forget to use the **#IStayHomeForMyGroceryHeroes**

"We love our customers, but the more we social distance, the safer it is for all of us. Social distancing goes against everything we would normally want from our loyal shoppers, but these are not normal times", said Derderian.

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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.