



RMIG

RETAIL MARKETING GROUP



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Date: December 19, 2016

To: All of our Valued Suppliers, Brokers, Vendors and Manufacturers

This is a tremendous honor for all of the Independent Owners, Store Associates and Headquarters Staff to be featured in this Special Section of the Food Trade News. We are extremely grateful to be recognized by the Trade and proud of how we serve all of the great communities in our marketing area.

Retail Marketing Group is comprised of 17 member owners currently operating retail stores in Pennsylvania, New Jersey and Delaware. Our stores are unique and different, family owned and operated bringing outstanding Customer Service, quality products and the Hometown feeling and atmosphere that each and every customer can relate to and feel proud about.

Retail Marketing Group was founded in December 2000 with the goal and directive to take complete control of the Promotional and Marketing functions of their business and represent the total volume of the group to the trade. RMG is owned solely by the retailers and the Headquarters staff manages the daily operations from the office in Horsham, Pa. RMG continues to work closely with all of the brokers and vendors to negotiate marketing and promotional programs in all categories of the retail stores.

The stores are now flying the IGA banner and we promote this Iconic, Global name in all of our print and electronic media as well as selling the IGA Exclusive Brand products in our stores.

A Special thanks and gratitude to our excellent wholesale partners Bozzuto's Inc., Porky's Meat Products, Four Seasons Produce and Imperial Distributors. We have the great fortune to be supplied by these outstanding companies.

To our faithful and dedicated vendors, brokers and manufacturers, we appreciate the many years that you have helped us be competitive by providing fair share of the promotional trade funding in the marketplace. Your support is extremely critical to our continued success against much larger retailers. The pages that follow in this section depict that support in a big way.

As RMG now begins our 17th year, the retail owners and headquarters staff look to continue strengthening relationships with all of you and strive for excellence in serving the great customers and communities that we have for many years.

Once again, thank you and we look forward to achieving greater success in the future.

Sincerely,

Mike Rothwell
Chairman

Bill Gable
General Manager



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be part of our IGA Family!**



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December 19, 2016

Dear IGA members, industry associates and friends,

Veterans of the grocery business—particularly those of us in the independent sector—remember when Retail Marketing Group (RMG) was born. It stood out to us all because what RMG was doing—creating an umbrella marketing and advertising group for independent Thriftway and Shop n Bag owners in the northeast—was smart business. They knew that they were better together, and over the last 16 years, they’ve proved that to be true.

Today the stores in RMG are known throughout the diverse area they serve for their quality goods and service, yes, but also for their strong commitment to community. RMG retailers and associates recognize their true point of differentiation lies in knowing—and showing—that shoppers of RMG stores are more than customers, they’re valued friends and neighbors.

IGA’s Hometown Proud retailers have been operating with a similar commitment to customers and communities for more than 90 years now. It’s more than what we do. It’s who we are. And this year our family of 1,100 IGA USA stores welcomed 19 more when RMG joined the fold.

RMG is the perfect fit for this brand, and a perfect fit for our family. They came in believing what we believe, so it was natural, easy and right from the very start.

So today I’d like to thank RMG Chairman Mike Rothwell, General Manager Bill Gable, IGA Licensed Distribution Center Bozzuto’s Inc., and all the RMG retailers for helping us unite RMG and IGA. We’re all better together, with a brighter future ahead.

Mark Batenic
CEO

8745 West Higgins Road, Chicago, IL 60631 • 773-693-0288 • mbatenic@igainc.com

Welcome



A BIG partnership deserves an equally BIG announcement.

On behalf of Bozzuto's and the IGA family, we would like to welcome RMG and thank them for choosing Bozzuto's as their preferred wholesaler. For over 70 years and counting, outstanding customer service has always been our top priority. We look forward to serving you.



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Dear Industry Associates, IGA Members and Friends,

We are especially delighted in our new partnership with the independent retailers that comprise the Retail Marketing Group (RMG). Much like Bozzuto's, the 17 merchants who own the stores in the RMG group truly reflect the success and spirit of today's independent retailer - family owned with a focus on serving their local communities with the finest products available.

Although we only recently began servicing RMG's stores as their primary grocery supplier, we have known many of the group's retailers for years, and were very involved two years ago in the role as an 'emergency supplier' to all in the group, during the disruption in supply which they were experiencing at a difficult time. Along with the introduction of the IGA banner, one of the strongest brands in the grocery industry, Bozzuto's has provided strong technology support customizing specific platforms exclusively for RMG, and look forward to providing our expertise to help the RMG members prosper and expand in the area.

For more than 70 years, Bozzuto's has provided goods and services to independently owned retailers in the Northeast. As a company, we understand our customers' success depends on our effectiveness and efficiencies as procurement and distribution specialists. Our state-of-the-art distribution centers use the latest technology designed to maximize customer service and offer the most in product variety. Our objective is simple: To be the number one wholesaler of choice in the markets we serve.

We appreciate the opportunity to serve as an important partner and we look forward to serving all of RMG's needs.

Sincerely,
Michael Bozzuto
President and CEO

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- ✓ Becoming a member of the Independent Grocers Alliance (IGA)

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RMG Chairman Michael Rothwell: 'RMG Makes Us Much More Competitive As Independents'



Michael Rothwell, co-owner of Pennington Quality Market and chairman of the Retail Marketing Group, said he was always “destined for the food industry.” That’s because he has followed in his father, Larry Rothwell’s footsteps. And, several of Michael’s uncles enjoyed long and successful careers in the food industry. Larry’s distinguished career was spent primarily with Fleming, the now-defunct but once very strong wholesaler. In fact, during his time at Fleming, Larry served as VP-sales and oversaw the ad group that is today the Retail Marketing Group. His experience and relationships with the ad group strongly influenced his later decision to buy Pennington Quality Market in Pennington, NJ.

As a kid, Michael worked in some of Fleming’s company-owned stores, starting at the bottom: “When I was 13 years old, I worked in the stores, doing things like cleaning bathrooms and stocking shelves. Through the years I worked in all of the different departments while going to high school and college.” And, his entrepreneurial spirit was there from a young age, as he started a lawn cutting business during his school years as a way to make additional income and support his college tuition.

Rothwell graduated from Saint Joseph’s University with a degree in food marketing, the program his father played a part in helping to develop. “It was a great education,” Rothwell said. While at SJU, Rothwell had the opportunity to work in summer internships, which led to a number of job offers upon graduation. His first job was in sales with P&G with responsibility for the supermarket territory in Southern New Jersey. He was promoted to unit manager, having responsibility for the New York market. “It was a great learning experience,” he said. “I met many successful retailers and was mentored by some very successful P&G managers.

They had a profound impact on my entire career.”

In 1981, Larry bought Pennington Quality Market and asked Michael if he wanted to join the company. The younger Rothwell wasn’t quite ready to leave the big city, so he stayed on with P&G before moving to Cadbury Schweppes’ Mott’s USA division in 1983.

By 1990, Michael, who was planning to get married, decided it was time to join the family business. “I was able to work alongside my dad without having to take the financial risks that he did when he bought the store.” Today, Rothwell and sister Barbara Rothwell Henderson both work with their dad at Pennington Quality Market. This year, the family is celebrating its 35th year of ownership.

For nearly a decade now, Michael has been the chairman of the Retail Marketing Group. We asked him about the group’s history. “Forming RMG before the Fleming bankruptcy was critical to our survival during that difficult period. I will always regard our former chairman Al Slipakoff as RMG’s ‘father.’ Al had the wisdom and foresight to realize that we needed to create our own marketing group, which provided our individual stores with the strength and recognition we needed to compete in the marketplace.”

After Fleming, RMG chose White Rose as its primary wholesaler, and the two enjoyed a long and successful relationship. Over the years, however, things began to change. White Rose was acquired by AWI in 2006, and in 2014, AWI declared bankruptcy. Rothwell explained that Bozzuto’s offered assistance to the RMG retailers during a tough time: “In the summer of 2014, during the AWI/White Rose bankruptcy, Bozzuto’s offered to help our stores with emergency supply services. We were going to be in a desperate situation, so I had made a phone call to Michael Bozzuto. During that conversation we had a telephone ‘handshake’ with no guarantees that they would get our business on a permanent basis. That says a lot about Michael and his company.”

See ROTHWELL
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“WE HAVE AN EXCELLENT STAFF, from Bill and Joe to the entire office staff. They are all people who understand the marketplace because of their retail backgrounds. That means we are able to put together an extremely competitive and strong ad every week. Being part of this group makes us much more competitive as independents...

At the end of the day, our goal is to operate RMG as cost effectively as we can so we can reinvest those savings into our own stores. Today’s marketplace is increasingly competitive and we are experiencing competition from all sides.

We have to compete with everybody and we can do that best by emphasizing our niche as strong independent grocers. The ad group allows us to do that.”

Michael Rothwell
 Chairman, RMG



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Bill Gable And Joe Cunnane: Industry Experience Strengthens RMG's Buying, Merchandising Programs

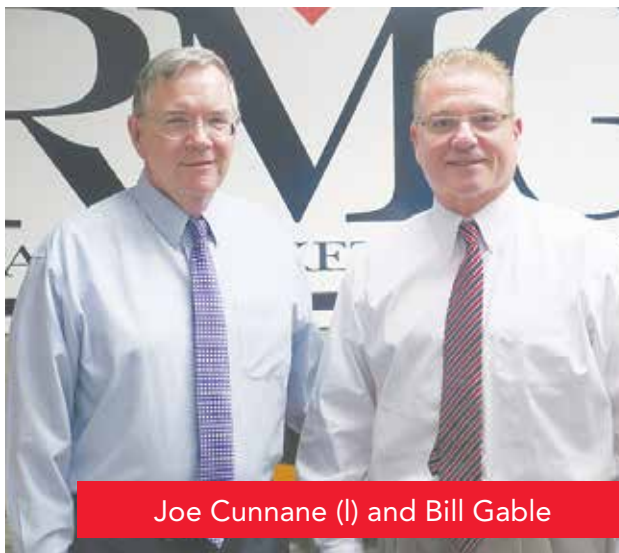
Food Trade News: How did RMG come to the decision to switch wholesalers and add the IGA banner? What was the thought process in making that decision?

Bill Gable: During the course of the AWI/White Rose bankruptcy in 2014, there was so much uncertainty with who was going to come away with our business - C&S, Supervalu or Bozzuto's. Bozzuto's stepped up and provided emergency supply during the bankruptcy period. They did a great job and set the stage for a strong push to get our business permanently. C&S is a great company and they service chains better than any wholesaler in the region. Supervalu provided us a very competitive offer, but it was clear that Bozzuto's was our top choice. They have a competitive program and a commitment to independent retailers and they are fully committed to growing RMG.

Joe Cunnane: There is no doubt that the Bozzuto's people are really experts in servicing independent owner/operators, from not just delivering groceries on time and having the variety you need to support your customers in every region you do business in, but also as Bill was touching on, the very robust opportunities IT and in the store planning piece of it. For example, George's Dreshertown Market just acquired some additional space in his store, next door, so he is going to do a remodel. Bozzuto's folks have the expertise to help you do the planning, getting the architect, procuring the equipment, all those things that are very difficult for an independent operator to do alone, unless they have the support of a retailer. Definitely, definitely a good fit. Not just from delivering groceries on time.

Bill Gable: The combination of both the IGA banner and the IGA private brand product provides us with the most effective program we can offer our customers. The IGA private label is an exclusive brand for us. We haven't had the amount of SKUs and the opportunities with marketing that we have from IGA corporate in Chicago since our days with Fleming and the Montco brand. IGA brand sales are already growing and we have only been selling it for five months. The IGA banner allows all of our stores to join together as one marketing and advertising entity and solidify our identity through the use of electronic media and print advertising.

Joe Cunnane: IGA is a worldwide organization. Worldwide there are something like 5,000 stores, and 1,500 stores in the U.S. with different regions more populated with stores than others. It is not just a regional brand. There is an identity that people who travel say "I used to live here and shop at an IGA." It resonates more with the consumer and gives it more integrity and credibility with the consumer when they see our product on the shelf. IGA corporate also offers a lot of learning support



Joe Cunnane (l) and Bill Gable

online, support for the stores. If an owner wants to have their folks trained in ethics in the workplace or in diversity, check off all of those human resources applications that you have to get recertified again, on diversity or many other things. They offer that to the stores. It is something that the stores previously would have had to go out and hire somebody - a third party - to do that for them because no independent has an HR department.

I think that another piece that Bozzuto's brought in was a category management opportunity. Right now they are in the process of resetting some of our stores using their team to come in and help us. Our stores desperately, desperately needed to be reset, some more than others. What is interesting about these resets is that Bozzuto's uses their own people. So, when you get a reset done or a retagging done, it is the same people that are experts in what the meat department needs or what dairy needs or what frozen needs. So when they do a reset, you know it's going to be done right. They have done three stores so far and all of the stores are scheduled to be done throughout 2016 and there has been great feedback from the owners.

Food Trade News: Can you walk us through the transition? What were the greatest challenges and what went better than you thought it would?

Bill Gable: I think the number one challenge was getting a new system in place. The IT area, and learning a new system and having that system work efficiently and properly was first and foremost. The new system has been working very well as far as Bozzuto's support and the outside company that brought this program to us - both have given us excellent support. We built something that is totally customized, which is something that's very

unique. If you look at a lot of independent retailers and independent programs, they don't have anything like this. This is something that is not only customized for us, but will be an excellent tool for potential independent retailers looking to join our group. The second big thing was the whole process of converting the stores from C&S to the Bozzuto's system. We weren't just changing wholesalers, we were changing our identity. All of that coordination had to be done - the item files, retail pricing, shelf tags, etc. Bozzuto's was unbelievable throughout the process. What they threw at us as far as help and hands to get the job done, was terrific, and all of the people doing the conversions were Bozzuto's people. None of the work was done using brokers, vendors or a third party. It was all a dedicated team of Bozzuto's people who went in and did the work. They were finishing in one day, getting the entire store done. It was amazing how they worked so efficiently in getting the job done. Within two weeks we were completely finished. That was huge. Another big program for us was the addition of the Bozzuto's specialty foods program. It is far more competitive than what our stores have been used to in the past. The program has been working great, so we have a good success story to tell about that. Store sales are trending up because of the new expanded specialty foods departments. This has really changed things in the stores, helping to lessen the effect of declining center store sales. Overall, I'd have to say the biggest challenge was keeping the group together during this whole changeover. With the help of Bozzuto's - they were on it, they were persistent, they were really out there talking to the stores and helping them out, keeping them on track. All of those things were really positive. It really worked out well for our group, and our base is stronger than ever.

Joe Cunnane: Just to jump on what Bill said about the backstage here as far as developing a new software program, that was a really big addition. The team back here, a lot of work went into that and a lot of anxiety. But we threw out the old software program we had for entering ads, providing the stores with their weekly ad programs and price changes, maintaining the ad files and then communicating that information to the stores. I think that was big. Also, on the private label side, Bozzuto's also has an exclusive organic private label brand called Seven Farms. That is an exclusive brand for us. They don't sell it to anybody else. We have the exclusive rights in this region. So, we talk about natural, specialty organic and every retailer wants to grow that piece. The chains are always at the forefront of that. But, as an independent, we have to be there, too. We are growing it and it has been really solid.

See Gable & Cunnane
on page 12

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*Wishing the
Independent Retailers
of RMG
Continued Success*

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From page 10

Food Trade News: Let's move over to talk about RMG specifically. Tell us about the team's mission here in the RMG offices. What services do you provide to the retailers in the group? What benefits do they get from being part of RMG that help them succeed as they compete against other independents, chains and alternate channel retailers?

Bill Gable: Starting with our wholesalers - we have supply contracts with four major wholesalers: Bozzuto's for grocery, frozen and dairy; Porky's for our meat program; Four Seasons is our produce supplier; and Imperial Distributors is our HBC/GM supplier. We have extremely competitive negotiated delivery fees, payment terms and rebate programs with all of our wholesalers. We have extremely competitive group negotiated printing contracts and pre-press contracts, as well as a group rate for print distribution.

Joe Cunnane: One of the big things is that we are completely self-directed. We are not part of and have never been a part of the Bozzuto's ad group. In fact, when we were with C&S and White Rose, we were not a part of their ad groups either. Everything that is advertised and promoted, Bill and I negotiate directly with the trade, and all of that funding goes right back to the stores. That way we can specialize in exactly the way that our specific retailers need versus a plug and play from someplace else.

Bill Gable: All of our vendor negotiated programs and allowances and deals are passed off-invoice to our stores. That is a big deal. We have a rewards card/frequent shopper program available. We manage four price zones that are zoned throughout the area. We also have custom pricing that is available through Bozzuto's, in addition to what we do. We host all of the pricing information back to the store, into their front-end systems. For all sale merchandise, for all item files, new items, discontinued items, item conversions, all of that information is given in a host file to the stores so that they can update automatically. We do a lot of in-store perishable promotions, we do seasonal event marketing, individual store event marketing, we have exclusive brands, like Joe was saying, we have an exclusive brand for organic and natural. We have a complete TPR program and EDLP program on key items. We provide a very competitive weekly ad program on all non-perish-

ables and perishable products. We have a complete DSD promotional program. Electronic marketing through TV, both network and zoned cable and timely radio packages are a key advertising vehicle for the group. We provide a complete store sign and shelf sign package including full IGA store sign kit packages and décor packages.

Joe Cunnane: An excellent benefit we have in-house here is a third party company called Media Minds. They lay out the ads for us. We are really close every single day with the look that we have for that ad when it comes out. In addition to the fact that many of the owners, it is our base ad in the lobby, but many of the owners have their name on the top of the ad. If you own a Pennington's you will see the name on top of the ad, if you own a George's, you will see likewise. They get to customize the ad.

Bill Gable: In other words, the retailers get to maintain their independence. They are a part of the IGA promotional program, but what is extremely important to them is that their communities know them by their family name, too, for example as Pennington Quality Market or George's Market of Dreshertown.

Food Trade News: What are some of the biggest challenges today's independent retailers face? How does RMG work with the retailers to overcome these hurdles?

Bill Gable: Dynamics are changing in our business. We have just gone through probably the worst quarter in memory. You talk to any individual retailer and they talk about the struggles in the third quarter and how difficult it was. It is definitely the result of a multitude of issues - from deflation to the election, the economy in general, malaise, changing demographics, changing buying patterns and shopping patterns. I think all of that is true. Alternate channels have really exploded as well, and the online ordering pickup and/or delivery programs are growing in the marketplace as consumers look for an easier way to shop. What RMG does is give our independent retailers a consistent, stable program through relationships with our vendors, relationships with different retailers and really studying the market.

Joe Cunnane: Recognizing that center store has been decreasing in business for several years now, and knowing

that people don't pantry-load like they used to, and that the family units are smaller and aging maybe. So, we really have focused on fresh as far as driving the business. That is an initiative that came from the board and it has really proven to be successful for us. We are really moving the needle in those categories. In fact, the only area of the store that is really slowing down is center store, and frozen food is down. When you look at dairy, when you look at the perishable departments, we see nice increases. We are seeing some deflation in meat right now, which for the consumer is a good thing, but for our industry, you can only sell so many pork chops. The other thing is millennials, the impact that millennials have. My kids don't shop the way my wife and I did. They don't eat the steak and potatoes like they grew up eating. They don't eat pasta like they grew up eating. They are healthier and they think differently when they go shopping. It is a different experience for them.

Bill Gable: Our stores are going to be able to adjust to the changing dynamics, as is our history when the markets change. Larger stores are going to have difficulty making center store ROI work.

Food Trade News: Is there a message you'd like to send to the vendor community about RMG and its strong group of independent retailers? If you had a wish list for the vendor community, what might be on it?

Bill Gable: RMG is a strong group of stores that are committed to competing effectively in the marketplace. We perform for the vendor promotional funding at the highest level and on a consistent basis. We can react quickly to short lead times on incremental programs and our performance for the funding that is allotted to RMG has a greater return than most of the other competitors in the marketplace.

Joe Cunnane: I believe that we have a good reputation, a very strong reputation for partnering with vendors.

Bill Gable: As RMG grows in the market, we ask that our vendors continue to keep us competitive and bring us our fair share of the promotional funding available.

Food Trade News: Thank you

BILL GABLE, RMG'S GENERAL MANAGER, has spent his entire career in the food business. He started in 1979 at Frankford Quaker Grocery Co., moving up through the organization, eventually becoming the Shop n Bag ad program manager. After the buyout of Frankford Quaker in 1986, Gable joined Fleming Co., continuing as the Shop n Bag ad program manager and performing category management duties. In 1990 Gable was named director of marketing for Shop n Bag. In 1993 Gable joined Cal Growers Corp., a controlled brands broker, where he managed the Wetterau-Reading and Laneco Food Stores' private label business. He then joined Richfood as vice president of sales and marketing for its Pennsylvania division and eventually became senior vice president of sales and marketing until the company was acquired by Supervalu. Gable spent some time at Acosta as a business manager before

joining RMG in 2000 as a category manager. He was promoted to his current position in 2013 upon the retirement of Charlie Schuster as general manager.

JOE CUNNANE SERVES AS RMG'S CATEGORY MANAGER, having joined the company in 2013. He has spent most of his career in the retail sector of the Mid-Atlantic market. For 10 years he was a senior category manager at Genuardi's Family Markets where he was responsible for center store category management and oversaw the field merchandising teams. When Safeway purchased Genuardi's, Cunnane became corporate brands retail manager for that company's eastern division. He later joined Acme Markets as a category manager for key center store categories. He then took a post as a business development manager with MMI in-house at Weis Markets supporting the Weis team for merchandising, promotion and procurement functions.

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From all of us here at Hatfield®, we wish you continued success.



SIMPLY,



RMG Support Staff: Getting Things Done Behind The Scenes To Keep Stores Running Smoothly

The Horsham, PA offices of the Retail Marketing Group are a busy place every week. The team there, led by general manager Bill Gable, gets a lot of work done that allows the group's 19 stores to hum along smoothly day-in and day-out.

RMG's office manager Jody Sckupakus has been with the group since its inception in 2000. Before then, she spent 12 years with Genardi's Markets, starting in the stores and doing a little bit of everything with the retailer, eventually serving as merchandising coordinator in the retailer's buying offices.

Today, Sckupakus oversees all of RMG's accounting, including accounts receivable, accounts payable, invoicing and bill-through programs. Primarily, however, she is there for the support of the group's retailer members. "They have unlimited access to us," she said. "We can answer any questions they may have. We can help them fix any problem. And, we work very hard to be sure they are getting the very best prices."

With nearly three decades of food industry experience, Sckupakus knows a little bit about what it takes to succeed for the long-term. She has been very pleased with how things are going for RMG with their new wholesaler, Bozzuto's: "It was a very smooth transition, considering all that had to be done. We have very good communications with Bozzuto's. They are always here to support us and the stores. They really came to our rescue and they continue to do everything they can to continue to support the RMG brand."

Maryellen Mest is RMG's pricing coordinator, a job she's had for the past 15 years. Before joining RMG, she was also with Fleming, serving in accounts payable for five years and working in pricing for six.

To help keep RMG's retailer's competitive, Mest is charged with watching competitive pricing every week and reporting to the retailers on what she sees. They rely on this information as they strive to set their pricing at the right levels to stay competitive.

Mest also is hands-on with the weekly circular, checking it over for accuracy. But, like everyone else in the busy RMG offices, she works hard to help keep retailers at their best: "Basically, we do anything and everything that needs to be done to support our members and their stores." For Mest, that can include making sure that shelf labels are correct before going to the stores, checking unit pricing for accuracy, overseeing weights and measures regulations and communicating with the Bozzuto's merchandising department. "We of-



Jody Sckupakus (l) and Mary Jane Fillman

fer personalized customer service to our members," she said. "We work for them."

As a long-time food industry member, Mest is well qualified to analyze the changes the RMG has made recently: "I think Bozzuto's is more attentive to our needs. They truly understand independents' needs and the niche they operate in. Also, the IGA brand is better known and our retailers have really embraced it."

Ruby Abulu, a 16-year veteran of RMG, is a senior administrative assistant. She also serves as receptionist, greeting RMG's retailer members, vendors and everyone else who calls, with a friendly smile. "I like giving them a smiling face and a positive attitude," she said.



Maryellen Mest



Ruby Abulu

Abulu joined RMG from Fleming, where she spent five years in the wholesaler's advertising department. At RMG, she spends much of her time keying data into "the bible" - RMG's pricing database. She keys in the weekly pricing data for dairy, frozen, DSD, HBC and meat and produce. Additionally, she makes signs for the retailers' store circular and sends them to the printer where they are printed on sign paper and sent to the stores. She's proud of this part of her job: "If you don't have signs and store circulars, you're not going to sell a lot of groceries."

Abulu has had a long and interesting career in the food industry, which makes her the perfect fit for RMG. "I like to help the stores with advice based on my experience in the industry," she said. The RMG offices are home to regular meetings among the store owners, so Abulu has opportunities to see them often.

Abulu is pleased with the recent changes at the company: "It's been a good move to IGA and Bozzuto's. I've been in the stores and have seen them better stocked. The IGA in-store signage and their private label are really good. The national IGA brand is just getting known by our customers, but they are liking what they are seeing."

Administrative assistant Mary Jane Fillman is the newest member of the RMG team, having joined the company three years ago. Fillman was in an altogether different arena before her current taking position, having worked in the bridal industry for 20 years working primarily on special events and marketing.

At RMG, Fillman assists with a little bit of everything, including working on the weekly ads, billing and keying in pricing on a weekly basis.

As a relative newcomer, Fillman can still see the benefits for retailers to be members of a group like RMG: "We create a competitive ad for them with very good prices. There truly is strength in numbers."

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See ShadyBrookFarms.com for more information about how the turkeys are raised and the certification of our farming program.



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Bob Tegge And MediaMinds Inc. Provide Retailers With Full Slate Of Graphic, Ad Capabilities

Bob Tegge, president of MediaMinds, Inc., represents one of the greatest strengths at the Retail Marketing Group's disposal. He and his team are contracted to serve as the in-house advertising agency for RMG and its independent retailers.

Tegge has the right experience to make him the perfect fit for RMG. A native of the Milwaukee, WI area, Tegge started his career in 1981 with Godfrey Co., which operated more than 80 Sentry Food Stores supermarkets in the Milwaukee and southern Wisconsin area. He began as a layout artist producing circulars, and was promoted up the advertising ranks through the years utilizing the advertising degree he had earned. Ultimately, Godfrey Co. was purchased by Fleming, the once-dominant wholesaler, and Tegge made the change, too. He moved from Wisconsin to Oaks, PA as Fleming's Oaks Division Advertising Director in the 1990s. At that time, the Thriftway-Shop 'n Bag group of retailers - the precursor to today's RMG - was Fleming's largest customer, and Tegge worked with both programs.

Gradually, as Fleming began a long decline, those retailers began exploring options to strengthen their group as Fleming began its plans to phase out departments and centralize services in its Oklahoma City corporate offices, a concept the newly combined Thriftway and Shop n Bag retailers did not think would be in their best interest. At the same time, Tegge began to then explore his own career options. The Thriftway and Shop 'n Bag retailers rejected centralization and formed Retail Marketing Group. Not long after, Tegge founded MediaMinds. In 2000 MediaMinds moved into shared offices with RMG. Together, and to this day, RMG and MediaMinds began to provide all of the support services that the Thriftway and Shop n Bag retailers had

previously gotten from Fleming. Explained Tegge: "We create the weekly circulars, along with any other graphic design projects, and manage the technical aspects associated with a production cycle. Each week we first design a base circular. Then, when requested, our graphic artists create variations of those base pages (versions) for individual retailers, a very valuable option for any owner who needs to integrate proprietary store offerings into their presentation. When all design work is proofed and approved, we upload our files to the printer along with a manifest mapping out all base/version changes and quantities (by store) to be printed. We also are responsible for coordinating all circular distribution details with Valassis or various other distribution outlets. The weekly RMG circular program is the epitome of message flexibility."

MediaMinds offers more than just print media, however: "We oversee all of RMG's television/radio advertising, doing the media buying, writing, producing, editing and directing of the spots that air. In addition, we execute print file conversion formatting and website uploads for online use. We also work with individual retailers on a pay-as-you-go basis, too, offering a full complement of advertising agency services that span strategic planning to graphic design. From producing customized brochures or store graphics to creating personalized television/radio commercials or online content, the sky's the limit. And it's all done with a focus on identifying, developing and reinforcing the unique brand footprint each independent retailer owns, regardless of the medium."

As a long-time partner and avid RMG supporter, Tegge has the perspective to see the strengths of the RMG team: "The RMG structure is very, very owner-friendly.

The people are dedicated and so involved. It's an intuitive, one-stop-shop program cleverly built by independents for independents. It gives an entrepreneur, one who covets doing his or her own thing, inside

access to awesome resources and powerful leverage, without risking a personal loss of identity. When you combine sensible membership policies that carefully consider mutual competitive respect with intelligent, experienced leadership, you have a unique formula for success. RMG is in it to win it."

Tegge is also bullish on the recent switch to the IGA banner with RMG's new primary wholesaler, Bozzuto's: "Switching to the IGA banner was a positioning homerun. The IGA program has such great depth and historical significance. The IGA name represents quality, recognition and acceptance worldwide. And now with the addition of IGA exclusive brand products, our retailers can offer a store brand that's actually name brand. Also, by having the IGA name on the shelves as well as on the buildings, our retailers benefit positively from seamless brand connectivity."



Bob Tegge



Providing the graphic design work for MediaMinds and RMG are (l-r) graphic designers Maureen Lehotsky, 3 years; Deborah Cafolla, 16 years; and Barb Andreoli, project management/client support, 16 years



Dole Fresh Vegetables is proud of our long term relationship with our valued retail partner,

the Retail Marketing Group

RMG fills an important consumer need as the #1 local, family oriented retailer within their marketing area. Congratulations and continued success under your new IGA banner!



www.dole.com

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George's Market at Dreshertown

Dresher, PA



George and Ana Endrigian - owners



(l-r): Maria Ferraro, salad bar, 13 years; Yaraldin Ferraro, salad bar, 4 years; Elisa Ferraro, salad bar, 9 years; Nancy Perrona, salad bar, 18 years; Jackie Pagano, cheese specialist, 6 years



(l-r): Joe Peretti, deli manager, 21 years; Mickey Danglo, deli clerk, 3 years; Joe Pileggi, kitchen staff, 14 years; Matthew Johnson, kitchen staff, 4 months; Dylan Porter, kitchen staff, 16 years; Jose Aviles, kitchen staff, 10 years; Chef Egon Voltmer, 17 years



(l-r): Oliver Frazier, shoe shine specialist, 8 years; Kevin Carlin, store manager, 39 years



(l-r): Bill White, produce clerk, 2 years; Kevin Carlin, store manager, 39 years; Dan Belfield, perishable manager, 5 years; Matt Barr, produce clerk, 1 year; Nancy Grace, produce manager, 21 years; Joe Singer, produce clerk, 17 years; Neal Snyderman, produce clerk, 15 years; Bruce Meidinger of Four Seasons, RMG's produce wholesaler; and Mary Gorman, cheese specialist, 32 years



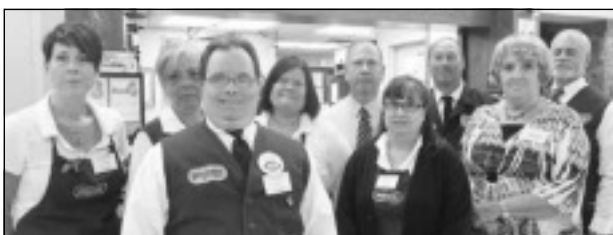
(l-r): Frank Tornetta, seafood manager, 19 years; Rick Bakley, meat manager, 10 years; Jim Cooney, meat cutter, 10 years; Mike Doheny, dairy manager, 17 years

Pennington Quality Market

Pennington, NJ



Larry Rothwell (c), his son Michael Rothwell (l) and daughter Barbara Rothwell Henderson - owners



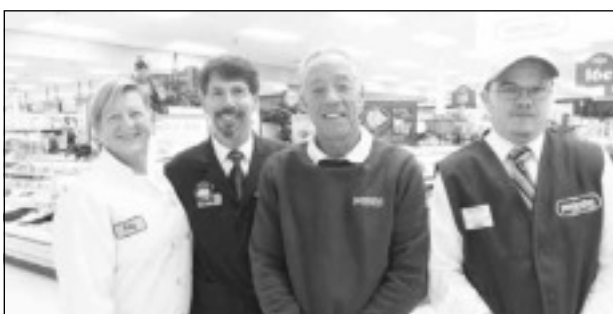
(l-r): Cynthia Fowler, cashier, 25 years; Holly Hart, payroll, 29 years; Doug VanDeusen, bagger, 23 years; Deb Delutis, front end, 19 years; Charles Coward, store manager, 26 years; Jodi Grenier, customer service, 31 years; Mike Cronce, dairy manager, 35 years; Anne Schick, office manager, 48 years; Bob Miller, cashier, 17 years



(l-r): Jenna DeiMonte, floral, 6 years; Joan Tampellini, floral designer, 2 years; Jerry Golis, floral designer, 23 years



(l-r): Peter Poblete, chef, 3 years; Wayne Farrand, salad bar, 2 years; Kim Relak, deli clerk, 7 years; Sandra Gares, assistant foodservice director, 14 years; Sandy Termun, deli clerk, 18 years; Chris Gibson, deli clerk, 2 months; Juanita Waldron, deli clerk, 24 years; Kathy Stires, head salad bar, 26 years; Mark Smith, executive chef, 9 years; Mr. Kim, sushi chef, 5 years



(l-r): Patty Phillips, soup manager, 10 years; Greg Proulx, frozen food manager, 38 years; Jerry Petersack, warehouse receiver, 33 years; Arran MacKinnon, HBA manager, 5 years



(l-r): Nick Wojciechowski, meat cutter, 10 years; Chuck Drummond, assistant seafood manager, 13 years; Harry Hibner, senior butcher, 15 years; Vicky Forsythe, meat wrapper, 19 years; Chris Rellstab, meat manager, 28 years

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Dublin IGA

Dublin, PA



Mike Flagello - owner



(l-r): Jeff Smith, store manager, 6 years; Gary Ohama, deli/grocery clerk, 2 months; Susan Avender, deli clerk, 1 year



(l-r): Ted Case, meat/deli clerk, 5 months; Paul Cramer, meat manager, 20 years; Bill Thorrington, dairy/frozen food manager, 34 years



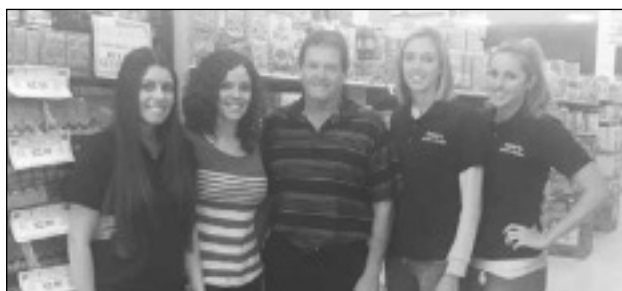
(l-r): Nikki Charlton, produce manager, 8 years; Mike Flagello, owner



(l-r): Charlene Batchelder, cashier, 1 year; Mykayla Sulzbach, office, 2 years; Barbara Washiuk, cashier, 1 year; Marina Shearn, front end manager, 20 years

Foley's Family Market

Hamilton, NJ



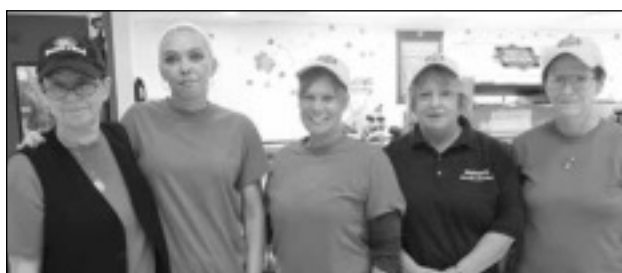
Joe Foley (c) and his daughters (l-r): Erica Stefanelli, Jessica DaBronzo, Sam Foley and Melissa Perischetti - owners



(l-r): Victor Miranda, meat clerk, 6 years; Jordan Jones, meat manager, 10 years; Jamie Clarkson, meat cutter, 2 years



(l-r): Glenn Haas, dairy manager, 13 years; Geoffrey Fisher, grocery clerk, 4 years; Jeff Wasneski, grocery clerk, 3 years



(l-r): Dawn Herbert, deli clerk, 1 year; Rhonda Tackett, kitchen, 2 years; Danielle Clayton, deli clerk, 8 years; Diane Karley, deli manager, 12 years; Barbara Little, deli clerk, 2 months



(l-r): Khala Bagwell, cashier, 4 years; Marilyn Caruso, cashier, 2 months; Hailey Dabronzo, cashier, 1 year; Patty Sedor, cashier, 1 year; Bill Phillips, bagger, 2 years



(l-r): Nicole Miranda, office attendant, 6 years; Rose Stolarz, front end manager, 4 years; Ashley Wertz, office, 8 years; Nina Pericoloso, office, 3 years



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Marrazzo's Fresh Market

West Trenton, NJ



Sam Marrazzo - owner



(l-r): Mike Diasio, meat manager, 5 years; Frank Sorrentino, produce manager, 17 years



(l-r): Emilia Chacon, chef, 9 years; Marta Hernandez, deli clerk, 5 years; Margaret Graff, deli clerk, 17 years; Minita Smith, cashier, 6 years; Ashley Yates, deli clerk, 3 years



(l-r): Noreen Porter, bakery manager, 25 years; Andrea Formaroli, floral manager, 21 years; Leila Oubella, bakery clerk, 1 year



(l-r): Jeff Davis, store manager, 25 years; Keenan Ward, cashier, 3 years; Carol Patterson, cashier, 2 years; Cereatha Harper, cashier, 2 months

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2000

RMG

MARKETING GROUP

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Excel Every Day.

Flexible. Responsive.

RMG works diligently to provide support they need to succeed. Reviewing new products, developing new products, to interfacing with suppliers and our professional team at RMG delivers.

RMG offers an array of programs and services to fit virtually any need. Our network of multiple support partners offers retailers access to a world of solutions. At RMG, we give independents the tools to profit, grow and prosper.

The Right Tools To Help Us Do The Job Right.

- ◆ RMG controls its promotional funds.
- ◆ RMG offers multiple shelf tag programs.
- ◆ RMG offers a complete DSD program.
- ◆ RMG provides retail pricing host support.
- ◆ RMG provides radio and TV advertising.
- ◆ RMG offers a weekly 6-page, full-color, customizable circular advertising program.
- ◆ RMG provides website support including optional interactive circular functionality.
- ◆ RMG manages 4 retail price zones, and offers its members customizable price zones.
- ◆ RMG members elect an Executive Committee comprised of fellow retailers to oversee contracts, budgets, financial management, strategic planning and marketing initiatives.



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La Cosecha

(l-r): Mercedes Mejia, office manager, 5 years; Walter Chicas, store manager, 4 years; Martha Marin, owner; Beatrice Marella, office coordinator, 17 years



(l-r): Santos Urbano, meat cutter, 6 years; Celso Ico, meat cutter, 6 years; Alfonso Serrano, meat cutter, 17 years; Pasqual Baultista, meat cutter, 4 years; Brodolfo Baurto, meat manager, 8 years



Pleasantville, NJ

(l-r): Hipatia Mejia, cashier, 7 years; Claudia Bermudez, front end manager, 10 years; Yamileth Chacon, customer service, 10 years; Tanya Corea, cashier, 7 years; Daisy Garcia, cashier, 11 years



(l-r): Ever Murillo, dairy manager, 4 years; Hector Ico, grocery clerk, 7 years; Adrian Gicio, grocery manager, 10 years; Christian Ochoa, produce clerk, 2 months; Selvin Pineda, produce manager, 10 years



Earthbound Farms
 wishes the
 retailers of RMG
 much success
 in your new venture!





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South Square Market

Philadelphia, PA



(l-r): Bob Hallinan, store manager, 6 years; Robert Scully, director of implementation, 1 year; Jim Niglio, front end manager, 16 years



(l-r): Dorene Abdulmalik, cashier, 18 years; Onnyah Jamison, cashier, 4 months; Angie Robinson, front end supervisor, 4 years; Yasmine Kleinerman, cashier, 11 years



(l-r): Mike Shropshire, deli manager, 13 years; Henry Hammonds, assistant deli manager, 10 years



(l-r): Tim Dempsey, dairy/frozen food manager, 2 years; Mane Bolding, shipping/receiving, 8 years; Matt Graham, produce manager, 8 years; Brian Jacobs, grocery clerk, 16 years; Phil Thompson, grocery clerk, 18 years

Rittenhouse Market

Philadelphia, PA



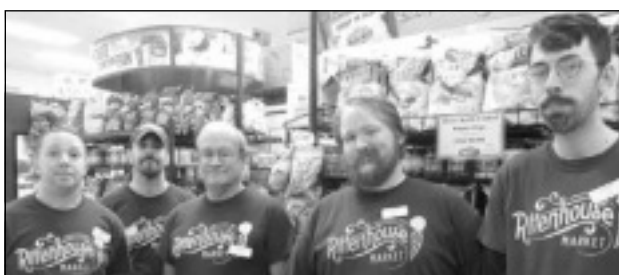
(l-r): Jackie Fitzgerald, scan coordinator, 5 years; Ken Jones, store manager, 7 years; Jonathan Heathcote, front end manager, 1 year; Eve MacIntyre, front end supervisor, 3 years



(l-r): Thomas Smiley, produce manager, 2 years; Aric Lawson, produce clerk, 5 months



(l-r): Barbara Peack, deli clerk, 1 year; Ron Johnson, deli specialist, 4 years



(l-r): Brian Didonatis, grocery manager, 5 years; Joe Lombardi, frozen food manager, 2 years; Joel Rundel, night manager, 20 years; Dennis Tierney, grocery clerk, 1 year; Colin Micisaac, grocery clerk, 5 years



(l-r): Kayla Drayton, cashier, 8 months; Brandon Tran, cashier, 11 years; Audrey Serfes, cashier, 8 months; Tanya White, cashier, 1 year

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Super Gigante Farmer's Market

Norristown, PA



Jason Yi, general manager



(l-r): Domingo Aguilar, meat merchandiser, 3 years; Diego Castillo, seafood/meat manager, 3 years; Miguel Lucas, meat cutter, 2 years



(l-r): Mina Phan, cashier, 2 years; Maria Cho, front end manager, 3 years; Yareli Velasquez, cashier, 1 year; Adriana Rosja, cashier, 1 year; Brenda Reyes, cashier, 2 years



(l-r): Chito Roche, produce clerk, 1 year; Riccardo Medrano, produce clerk, 6 months; Jong Min, produce manager, 3 years; Olga Pineta, produce clerk, 2 years; Ismaella Alonzo, produce clerk, 8 months



(l-r): Pedro Inamagua, produce clerk, 3 years; Angelica Gomez, produce clerk, 1 year; Alvero Aguilar, assistant produce manager, 1 year



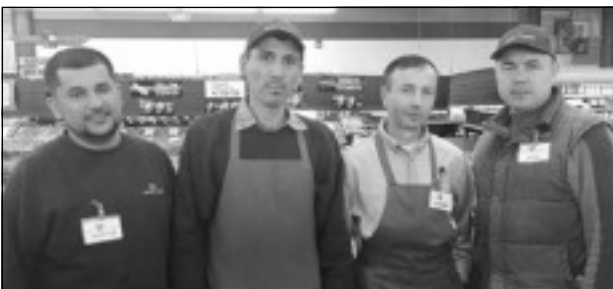
(l-r): Vincente Ramos, grocery manager, 3 years; Mariel Gerra, grocery clerk, 3 years; Nedi Ramos, grocery clerk, 3 years

Bell's Market

Philadelphia, PA



(l-r): Lora Kushnir, store manager, 15 years; Olga Cherepanova, pickle bar, 8 years



(l-r): Kattah Hemid, produce clerk, 1 year; Farhod Nasredonov, produce clerk, 8 months; Vlad Nynych, produce clerk, 14 years; Eugene Bochicov, produce manager, 19 years



(l-r): Tul Manger, baker, 4 years; Khadga Magar, bakery manager, 2 years; Iryna Dilai, bakery clerk, 3 years; Velenityne Kredens, bakery clerk, 2 years; Dilya Modjakulova, bakery clerk, 2 years; Madan Dulal, bakery clerk, 12 years



(l-r): Albina Khatsko, deli clerk, 5 months; Olha Lototska, deli clerk, 7 months; Bella Avezbukh, deli clerk, 6 years; Nataly Schogol, deli manager, 17 years



(l-r): Oksana Batytska, prepared foods manager, 4 years; Clara DiGiuseppe, prepared foods, 2 months; Irina Tsiqonkova, prepared foods, 7 years; Natasha Lapidus, prepared foods, 18 years



(l-r): Hercules Koutsouradis, meat manager, 10 years; Vano Mindiashvili, meat cutter, 8 months; Vadik Grinberg, meat cutter, 18 years; Dimitri Poliakov, meat cutter, 3 years

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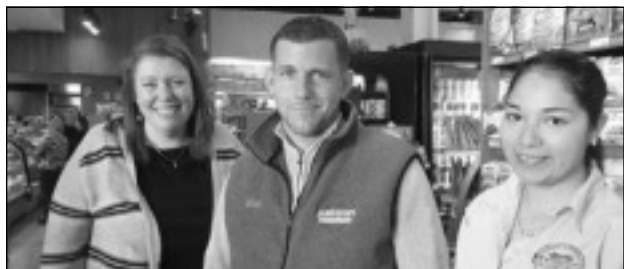


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Janssen's Market

Greenville, DE



(l-r): Paula Janssen, general manager, 12 years; Matt Pruitt, store manager, 9 years; Marielle Lopez, front end, 8 years



(l-r): Adam Cutter, baker/cake decorator, 5 months; Thomas Dunn, bakery clerk, 6 years; Linda Zeevering, bakery manager, 3 years; Brittney Swift, bakery clerk, 2 months



(l-r): Ruben Pernal, deli clerk, 1 year; Rose Feher, deli clerk, 1 year; Danielle Hicks, deli clerk, 4 years; Sue Bibey, deli clerk, 8 years



(l-r): James Hughes, butcher, 7 years; William Keenan, butcher/seafood, 5 years; Marcus Dalnogare, meat manager, 23 years



(l-r): Stephanie Devine, floral manager, 25 years; Brittney Bogush, floral clerk, 8 years; Alexis Hughes, floral clerk, 3 years



(l-r): Karen Cianci, catering manager, 9 years; Megan Maguire, catering assistant, 1 year

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Congratulations to RMG/IGA...a business partner for many years and many more to come

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Murray's Richboro Market

Richboro, PA



Murray Battleman - owner



(l-r): Art Goldstein, produce, 12 years; Jesse Banks, produce manager, 4 years; John Brown, store manager, 22 years



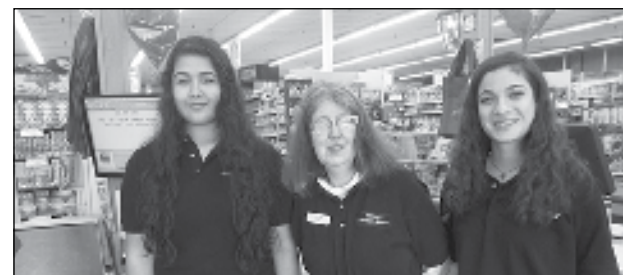
(l-r): Wendy Prato, bakery/deli manager, 12 years; Michelle Brown, bakery, 22 years; Patti Young, cake decorator, 4 years; Kathy Scollon, prepared food manager, 1 year; Anthony Cepparulo, deli clerk, 12 years; Brian Plunkett, deli clerk, 1 year



(l-r): Sarah Ridings, specialty deli, 2 years; Jeri Lichtenstein, specialty deli, 15 years; Robert Cofield, specialty deli, 2 months; Ed Krystofolski, meat room, 2 years



(l-r): Erin Fean, cashier, 5 years; Alex Hogeland, multi-purpose, 1 year; Alice Gartner, cashier, 10 years



(l-r): Christine Song, cashier, 2 months; Justine Mascaro, cashier, 2 years; Gigi Pagano, cashier, 8 months

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The Richmond Shops IGA

Philadelphia, PA



John Hallinan - owner



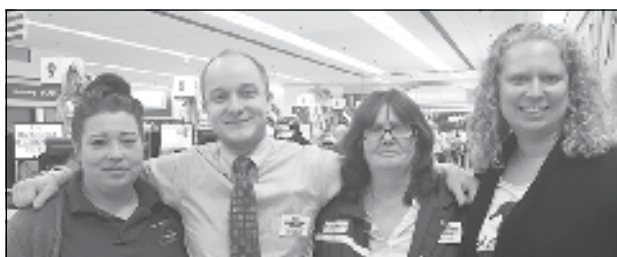
(l-r): Don Petzak, store manager, 18 years; Adam Sparkin-cius, beer and wine professional, 2 years



(l-r): Joann DeMuzio, assistant produce manager, 8 months; Efrain Guevara, produce manager, 29 years; Chuck Kelly, produce clerk, 14 years



(l-r): Carl Hudson, meat cutter, 18 years; Kenny Miller, meat cutter, 8 years; Joe Kelly, meat cutter, 18 years; Leeann Jeretsky, meat wrapper, 28 years; Diana Haughui, seafood manager, 20 years



(l-r): Tonia Bayani, front end, 14 years; Jason Butterline, assistant store manager, 10 years; Kathy Paczewski, office manager, 20 years; Cathy Burns, HBA manager, 28 years



(l-r): Amy Simms, cake decorator, 1 year; Paige Arena, cake decorator, 3 years; Kerri Simms, bakery manager, 4 years; Leasa Erickson, bakery clerk, 28 years; Sharon Petzak, scanning coordinator, 28 years

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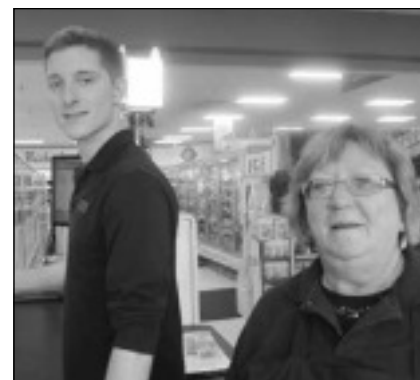
Bishops Market

Whitehouse Station, NJ

(l-r): Bob Bishop, Robin Bishop Campbell, Bruce Bishop, Sue Bishop White - owners



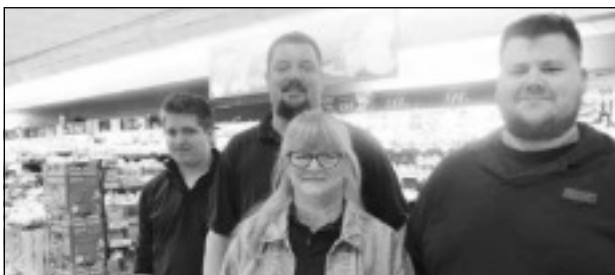
(l-r): Kristie Brown, scan coordinator, 22 years; Joe Hall, grocery manager, 23 years



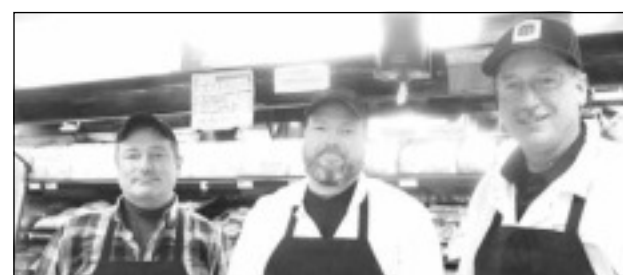
(l-r): Ricky Ciullo, cashier, 4 years; Karen Biel, cashier, 1 year



(l-r): Maria Managaya, bakery, 4 years; Andy Roth, deli clerk, 4 years; Keith Lynch, deli clerk, 17 years; Julie Bishop, deli clerk, 1 year; Kristi Shane, cook, 1 year; Laura Washburn, cook, 3 years; Wayne Apgar, deli technician, 40 years



(l-r): Redmond Sherman, grocery clerk, 6 years; Eric Bishop, produce manager, 18 years; Karen Bishop, bookkeeper, 40 years; JJ Shepherd, dairy manager, 11 years



(l-r): Mark Schonheitur, meat cutter, 22 years; Joe Lynch, meat cutter, 20 years; Bob Bishop, owner

Congratulations

to the Rothwell Family of Pennington Quality Market.
 Thank you for your years of loyalty and business.



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Wise THE *Classic* AMERICAN SNACK

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RMG



Solutions To Unique Challenges.
 Built By Independent Retailers For Independent Retailers.



Dekalb Market IGA

Norristown, PA



(l-r): Anthony Gambone, general manager, 20 years; Han Kim, store manager, 11 years



(l-r): Joel Azeff, meat manager, 17 years; Roy Bechtel, meat wrapper/merchandiser, 8 months



(l-r): Earl Parker, seafood manager, 2 months; Letizia Cruz, deli manager, 5 years



(l-r): Kwang Kim, produce manager, 2 years; Luis Melendez, grocery clerk, 1 year



(l-r): Patricia Munoz, cashier, 15 years; Maria Hernandez, cashier, 9 years; Paul Jang, store manager, 18 years



(l-r): Rosa Ortiz, customer service, 18 years; Isella Resendez, customer service, 16 years



Saluting the Independent Retailers of RMG!



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Perk's Pine Hill IGA

Pine Hill, NJ



(l-r): Florence McCouch, Jim McCouch, Chris McCouch - owners



(l-r): Denise Hereigel, cashier, 7 years; Sara Giordano, cashier/customer service, 3 years; Kathy Froehlich, cashier/HBA manager, 35 years



(l-r): Jim McCouch, co-owner; Mary Giordano, deli clerk, 15 years

Florida's Natural

Florida's Natural Salutes the independent retailers of RMG.



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Chelten Market IGA

Philadelphia, PA



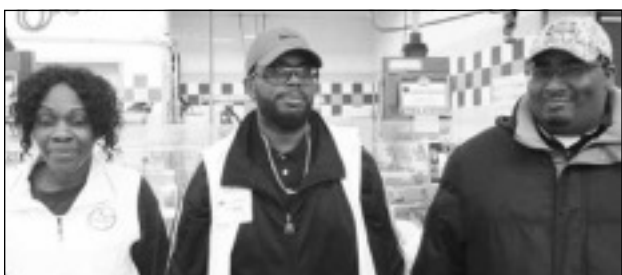
Young Kim - owner



(l-r): Jay Kim, store manager, 6 months; Kevin Johnson, grocery manager, 6 months; Gary Cugley, general manager, 6 months; Joshua Choi, store manager, 6 months



(l-r): Juan Solar, produce clerk, 6 months; Ron Crosson, assistant produce manager, 6 months



(l-r): Cynthia Brown, deli/meat cutter, 6 months; Edward Brooks, maintenance supervisor, 6 months; Jared Ellison, deli/hot food manager, 6 months



(l-r): Anchor Babcock, meat manager, 6 months; Aaron Johnson, meat wrapper, 6 months; Ronald Jackson, meat wrapper, 6 months; Jean Griffin, meat wrapper, 6 months; Hudson Wilkerson, meat cutter, 6 months



(l-r): Travis Askins, dairy/frozen food clerk, 6 months; Anthony Leach, dairy/frozen food manager, 6 months



Congratulations to the independent retailers of RMG!



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Super G IGA

New Castle, DE



(l-r): Robert Hurley, grocery clerk, 6 months; Jose Leal, produce clerk, 6 months; Jeri Fioravaniti, dairy/frozen food manager, 6 months; Carlos Garcia, produce clerk, 6 months; Jin Cha, general manager, 6 months



(l-r): Tony Lesico, store manager, 6 months; Debra Holmes, scan coordinator, 6 months; Alicia Hernandez, front end manager, 6 months



(l-r): Linda Stockwell, meat wrapper, 6 months; Richie Rhymes, meat clerk, 6 months; Steve Busch, meat manager, 6 months



(l-r): Dan Kim, deli clerk, 6 months; Sheena Berry, deli manager, 6 months; Kenny Jones, bakery clerk, 6 months; Rashida Murphy, bakery manager, 6 months

Snyder's Lance

Snacking is our passion

Saluting the
Independent Retailers of RMG!





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Casel's Marketplace

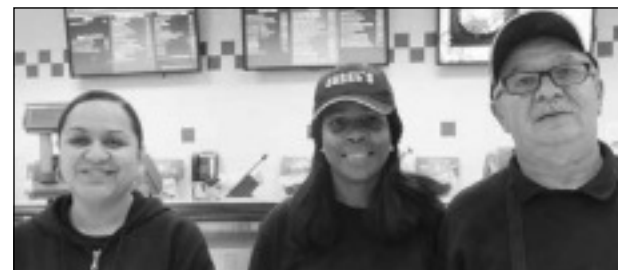
Margate, NJ



Howard Seidon - owner



(l-r): Clem Ortiz, store manager, 26 years; Phil Cappuccio, assistant store manager, 19 years;



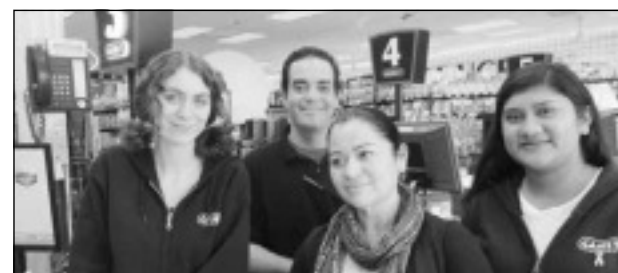
(l-r): Jessica Velasquez, deli manager, 13 years; Janel Jackson, deli clerk, 5 years; Jose Martinez, deli clerk, 16 years



(l-r): Cole Hammond, meat cutter, 3 years; Joseph Ortiz, butcher, 5 years



(l-r): Louis Cappuccio, grocery clerk, 7 years; Steven Avilez, grocery clerk, 7 years; Darren Pascavage, grocery clerk, 9 years; Scott Adams, dairy/frozen food clerk, 9 years



(l-r): Samantha Leroy, cashier, 1 year; Dan Ruiz, cashier, 11 years; Lizette Guevara, front end manager, 6 years; Edith Hernandez, cashier, 4 years



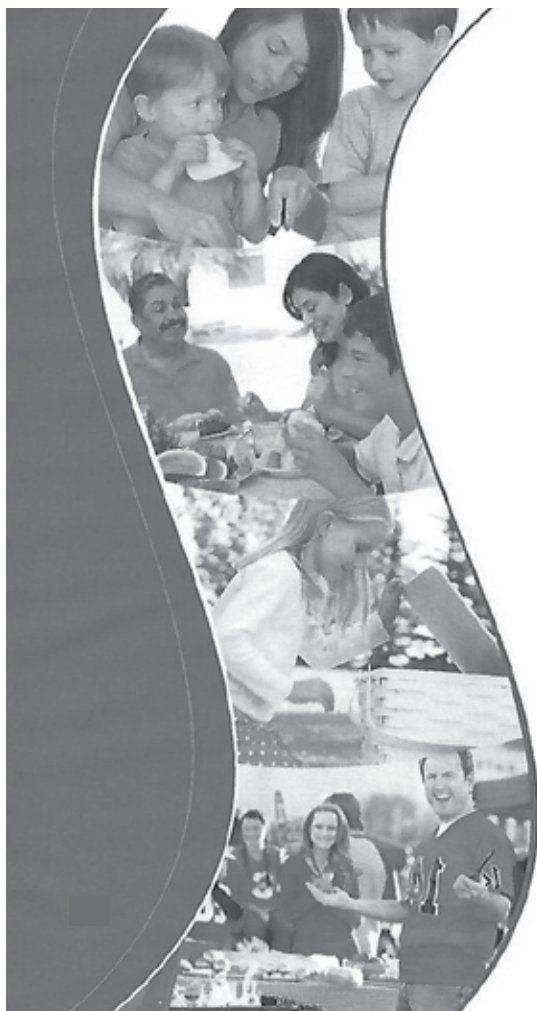
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to
RMG & IGA

From your friends at



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Our Mission...

We will make Bar-S Foods the Premier Company in the packaged food industry. Premier in the eyes of our Customers, Suppliers, and Teammates.

Bar-S Foods Co. began operations in 1981 following the acquisition of facilities, brand names, and other assets of the Cudahy Company. In September 2010, Bar-S merged with Sigma Alimentos, which is a subsidiary of Alfa—one of Mexico's largest companies. Today, when combined with Sigma, Bar-S is the largest packaged meat company by volume in North America.

Bar-S Foods markets over 350 meat, dairy, and frozen entrée products under a variety of brands: Bar-S, FUD, La Chona, Longmont, Playero, McCormick Grill Mates*, Norteñita, and Menu del Sol.



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**Congratulations
to our partners
at RMG!**



ROTHWELL

From page 8

In November 2014, C&S became the group's new primary supplier courtesy of its acquisition of AWI, and Rothwell and the group decided to take a "wait and see stance" on working with the large wholesaler. "C&S came into a tough situation to transition before the holidays," said Rothwell. "They did a good job with what they had to work with." He added, "However, we determined that, for the long-term growth of RMG, we needed to look at other wholesalers."

Ultimately, the group opted to switch to Bozzuto's as its primary supplier. "Bozzuto's is the best strategic fit for our type of group. They are independent minded and offer the type of services and support that our group needs."

Four months after making the switch, Rothwell is bullish on RMG's new relationship with Bozzuto's and the fact that RMG's stores are now flying the IGA banner: "It's been a positive experience. Bozzuto's executed the transition exceptionally well. We are quite excited and thrilled with what Bozzuto's has been able to do for us. They offer a much stronger private label program, excellent service levels, retail support services

and so much more. And, having known Mark Batenic (CEO of IGA) for a long time, we have the ultimate respect for him and his team. We will be taking advantage of our partnership with IGA." Immediately after launching the IGA banners on their stores, the RMG members began to see improvements, especially in private label.

As an independent store operator, Rothwell knows the value of a group like RMG as well. "We have an excellent staff, from Bill and Joe to the entire office staff. They are all people who understand the marketplace because of their retail backgrounds," he said. "That means we are able to put together an extremely competitive and strong ad every week. Being part of this group makes us much more competitive as independents. And, we have a very strong DSD program. At the end of the day, our goal is to operate RMG as cost effectively as we can so we can reinvest those savings into our own stores," he continued. "Today's marketplace is increasingly competitive and we are experiencing competition from all sides. We have to compete with everybody and we can do that best by emphasizing our niche as strong independent grocers. The ad group allows us to do that."



Congratulations...

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and best wishes for continued success!



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Thank You.

RMG would like to take this opportunity to express its sincere gratitude to all of the vendors, suppliers and brokers we're proud to have formed partnerships with.

We value your relationships and applaud the efforts made to help make RMG and its member retailers successful.



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