

## INSIDE THIS ISSUE



**2** Ex Shoppers President Bob Gleeson Joins Weis, John Grimes To Retire



**26** Huge Mid-Atlantic Turnout At IDDBA Show In Orlando, FL

# Food World

WWW.FOODTRADENEWS.COM

Vol. 75 No. 6

MARKET STUDY ISSUE

June 2019

## TAKING STOCK

by Jeff Metzger



### For Most Mid-Atlantic Retailers, Survival Is The New Prosperity

Perhaps we're all living in a time warp. While the changes in the food industry over the past 10 years have been dynamic, the way all merchants have had to sustain themselves to survive seems so challenging and demanding, it's easy to see why some stalwart members of the herd are being thinned every year.

Retailers speak as though positive comps of less than 1 percent are not only acceptable, but progress-making even when a helping inflation headwind and a generally good economy are factored in.

However, there are other considerations that need to be factored in, too. There are still way too many stores offering consumers highly diversified choices. And if you throw in the growing impact of digital, that's another knuckleball that retailers are attempting to try to both embrace and defend. Separately, with the

See **TAKING STOCK** on page 6

*Landscape Remains Overcrowded; Aldi Makes Big Strides*

## Giant Tops Again; Walmart, CVS, Food Lion Solid In \$48.5B Mkt.

If this year's market study data is an indicator, then survival is indeed the new prosperity. Despite an overall healthy economy and slightly increased inflation, many food retailers once again struggled to post positive identical store sales in the \$48.5 billion Mid-Atlantic marketing area that remains overstored and diversified.

While the region clearly has too many stores which are operated by retailers with divergent styles, there is some evidence that a slight thinning out is occurring.

During the past 12 months,

UNFI/Supervalu retail unit Farm Fresh disappeared, having sold 10 stores to Harris Teeter, eight to HT parent firm Kroger and three others to Food Lion. UNFI/Supervalu's other retail entity in the region, Shoppers Food & Pharmacy, is the midst of undergoing a very sloppy sale/closing process. During the past year, it has sold or closed seven stores and the remaining 44 units are currently in play. Shoppers also recently closed the 30 pharmacies that were part of most of their stores.

We've also seen shrinkage from some independents in the markets with Darrenkamp's closing three of its stores and selling its other unit to Giant/Martin's. That unit of Ahold/Delhaize also acquired five of the 21 Shop 'n Save units from UNFI and in the past month acquired another Central

PA independent – single store operator Ferguson & Hassler, based in Quarryville, PA.

Other operators in our survey that closed multiple stores in the area included market leader Giant Food, Safeway, Rite Aid, Kmart and The Fresh Market.

And there was certainly growth among some merchants this year, none greater than Aldi, which not only increased its store count (by 18, to 110 discount units), but also posted the best same store gains of any retailer in the Mid-Atlantic. Other retailers that increased their store counts significantly over the past year were Publix, Lidl and c-store operators Wawa, Sheetz and Royal Farms.

So, while the region's 5,083 stores represented a slightly

See **MARKET STUDY** on page 84



**GIANT FOOD AND SEVERAL INDUSTRY SPONSORS JOINED WITH BBQ** pitmaster Myron Mixon earlier this month to host a fundraiser for the USO of Metropolitan Washington, which supports local active duty military and their families. Giant Food's Felis Andrade (c) is flanked in this photo by DC Barbeque Battle's Allen Tubis (l) and his wife Suzanne. More photos are on page 92.

*Ira Kress To Be Interim President In Landover*

### Stop & Shop Names Gordon Reid New President; McGowan To Exit

There's a big shakeup at Ahold Delhaize USA as the Northeast's largest retailer has named Gordon Reid the new president of its largest "brand," Stop & Shop, based in Quincy, MA. Reid, who has headed up the company's Giant Food/Landover unit since 2013, replaces Stop & Shop/Ahold USA vet-

eran executive Mark McGowan who will be leaving the company by the end of the year. Reid will assume his new post in late July.

Trade observers were surprised, but not shocked by the announce-

See **REID** on page 115

**THOMAS'**

breakfast  
LIKE NO  
OTHER™

Boost your  
SALES & PROFITS  
with

**AMERICA'S #1  
Commercial Bakery  
BREAKFAST BRAND**

© Bimbo Bakeries USA, Inc. All Rights Reserved.



Bob Gleeson



John Grimes

## Gleeson To Head Weis Fresh; Grimes To Retire

Bob Gleeson, former Shoppers Food & Pharmacy president and Supervalu executive, will become Weis Markets' new vice president of fresh merchandising, effective July 1.

In his new position, Gleeson will oversee the day-to-day merchandising and procurement of the Sunbury, PA based retailer's meat, produce, bakery, deli/foodservice, seafood and floral departments.

He will report to Richard Gunn, the company's senior vice president of merchandising and marketing.

Gleeson will replace John Grimes, who is retiring at the end of June as vice president of meat/seafood/deli. Grimes spent 11 years with Weis Markets and more than 35 years in the grocery business.

"Bob Gleeson is a proven leader with extensive merchandising experience and a deep understanding of key parts of our seven-state market area. We are pleased to be working with him," said Kurt Schertle, Weis Markets' chief operating officer. "We are also grateful to John Grimes for his many con-

tributions over the past 11 years with our company and wish him well in the years ahead."

Gleeson began his food industry career in 1984 as a part-time grocery associate with Shoppers. During his 29-year career with the Lanham, MD based retailer as well as with Supervalu, he worked in increasingly senior leadership positions including vice president of center store, senior vice president of merchandising and division president.

**Imperial 80**  
The Performance Leader  
Celebrating 80 Years

Leading the way  
in category trends for  
the last 80 years

**reliva** CBD products including: Relief Stick, CBD Spray, CBD Relief Cream, CBD Gummies, CBD Tincture, CBD Recovery Shot, and CBD Lip Balm.

**PARTNERING WITH INNOVATIVE BRANDS SINCE 1939**

Hemp CBD sales are projected to have a <b>55%</b> compound annual growth rate over the next 5 years.	"The CBD market will grow to a <b>\$2.1B</b> market in consumer sales by 2020." – Forbes	<b>80%</b> of CBD consumers use CBD products at least once per week.	Nearly <b>7%</b> of adults reported using CBD as a supplement.
--	--	--	--

FOR MORE INFORMATION CALL 508.713.6500  
OR VISIT [IMPERIALDISTRIBUTORS.COM/ASKIMPERIAL](http://IMPERIALDISTRIBUTORS.COM/ASKIMPERIAL)

f t in YouTube

## Who knows?

Is your next event listed in the Mid-Atlantic food market's number one calendar of events?

**Let us know, we'll let our readers know.**

We'll publish your special event listing in the Trade Calendar of Events.

**Contact Terri Maloney, Editor**

410-730-5013 or

terri@

foodtradenews.com



Official Salty Snack of  
Major League Baseball



## A BIG LEAGUE HIT!



- ✓ Capitalize on these Limited Edition Utz®/MLB® snack offerings to drive excitement and purchases: Utz® Baseballs White Cheddar Cheeseballs, and NEW Utz® Old Fashioned Thick Cut Potato Chips and Utz® Stadium Style Popcorn!
- ✓ Utz®/MLB® merchandising solutions support exciting off-shelf displays and encourage impulse sales which generate incremental category sales.
- ✓ Sales of Utz® White Cheddar Cheese Ball items grew 19% in 2018 vs 2017.\*



Utz® Quality Foods, LLC  
900 High Street, Hanover, PA 17331 1-800-FOR-SNAX [www.utzsnacks.com](http://www.utzsnacks.com)

Follow us online!

@UtzSnacks @UtzSnacks

\*Total US MULO+C, Latest 52 Weeks IRI Ending 12/30/18

©/™2019 MLB



## AISLE chatter

By Karen Fernandez

Although the month of June ushers in a lot of national celebrations, one of the most outstanding is LGBTQIA Pride, which commemorates what is largely considered the start of the gay rights movement in 1969 when 200 patrons at the Stonewall Inn (a gay bar in New York City's Greenwich Village) stood up against the harassment of police officers by first resisting and then rioting. Fast forward to the present time and not only do many major cities have robust commemorations in honor of Pride, a lot of commercial brands have demonstrated their support of the community throughout this month of celebration and awareness. Big CPG companies such as Coca-Cola and General Mills raised rainbow flags at their company headquarters to show support of their LGBTQIA associates, consumers, customers, friends and family. Many brands have adopted temporary rainbow-themed packaging as a salute to Pride and some take

it even a step further by donating portions of the limited-time products' proceeds to charitable organizations that support the LGBTQIA communities. Some notable examples include: Listerine's rainbow-striped cool-mint mouthwash, in which sales of this product supports Johnson & Johnson's Care with Pride, a program that has raised more than \$1 million for LGBTQIA nonprofits since 2011; Bubly, Pepsi's sparkling water brand, which released a special-edition All for Love Pride Pack, featuring 18 cans in the colors of the rainbow, with part of the proceeds supporting the Stonewall Community Foundation, a non-profit that helps LGBTQIA community with grant-making, trainings and scholarship programs; and KIND Bar, which released a rainbow colored wrapped snack made of dark chocolate, nuts and sea salt with 100 percent of its proceeds benefiting New York's Ali Forney Center (AFC), an organization that provides essential services and shelter for LGBTQIA homeless youth. Even area retailers Safeway Eastern and Giant Food participated in the Washington, DC and Baltimore, MD pride celebrations. Safeway had booths at each event where employee volunteers passed out refreshments, conducted games, and showed the company's support for Pride Month and the community. Giant created a special Pride Month logo for June prominently featuring the rainbow colors synonymous with the movement and also had a parade truck staffed by some of its employees who handed out waters and flags. The special logo and

pride month activities have been a focus for the Landover-based grocer's Pride Business Resource Group, which works towards facilitating LGBTQIA inclusion for the retailer. It's just great to see the industry coming together to show support not only for its LGBTQIA employees and communities, but equality in general.

While we're on the topic of driving equality, a bill passed the New York state assembly earlier this month that is aimed at addressing price disparities between men's and women's products that are considered essentially the same, such as shampoo, soap, shaving cream, and razors. On average, women's products, when compared to equivalent products for male counterparts, cost 7 percent more according to a study conducted by the New York City Department of Consumer Affairs. The bill now moves on to the state Senate for consideration. I wonder if they could expand this bill to include dry cleaners, too?

Food Lion received top honors at this year's Loyalty Expo in Charlotte in the "Social Impact" category for its loyalty program engagement with its "Food Lion Feeds Hunger" initiative. The awards, which are given out by the association for customer loyalty, Loyalty 360, recognize brands that are building stronger and deeper allegiances with their customers in a proactive, meaningful, and measurable way. The Salisbury, NC-based retailer also was recognized as a first-runner up for its Loyalty Program Design and second-runner up in the 360 Degree Brand Category. "At Food

Lion, we take our commitment to nourishing our neighbors to set them up for success in life very seriously," said **Deborah Sabo**, senior vice president of marketing at Food Lion. "That's equally true whether we're helping families with limited means in the towns and cities we serve put three meals on the table instead of two through our everyday affordable prices and weekly sales or whether we're donating meals to our local food banks to help families in need. This award recognizes the unique and inno-

vative ways we engage with our customers through our loyalty program to help eliminate the difficult choices our neighbors are forced to make when they are hungry." The grocery chain launched Food Lion Feeds in 2014 with a commitment to donating 500 million meals by the end of 2020 and announced last month that it had donated its 500 millionth meal nearly 18 months ahead of schedule.

See **AISLE CHATTER**  
on page 97



**EL TIEMPO LATINO, THE WASHINGTON DC-BASED SPANISH LANGUAGE** newspaper, recently hosted its 2019 Powermeter 100, an event honoring 100 individuals most influential for Hispanic communities in DC, Northern Virginia and suburban Maryland. In addition to the 100 people recognized, Elda Devarie, president of EMD Sales, was presented with the Woman Entrepreneur Award of Distinction by Macy's, one of five special awards given at the event. Devarie (c) is joined here by Rafael Ulloa (l), executive editor of El Tiempo Latino, and Tamara Weston, marketing manager-multicultural strategy at Macy's.

Photo credit: Pedro Sorto, El Tiempo Latino



**PUBLISHED THE FIRST  
MONDAY OF EACH MONTH**  
By Best-Met Publishing Co., Inc.  
Publishers of  
Food World  
and Food Trade News

**Jeffrey W. Metzger**  
President/Publisher

**Terri Maloney**  
VP/Editorial Director

**Maria Maggio**  
VP/GM-Food Trade News

**Kevin Gallagher**  
VP/Food Trade News

**Karen Fernandez**  
Director of  
Marketing/Digital Strategist

**Beth Pripstein**  
Circulation Manager

**Richard J. Bestany**  
Chairman Emeritus

Food World (USPS 203920) is published monthly for \$69 a year by Best-Met Publishing Co. Inc., 5537 Twin Knolls Rd., Suite 438, Columbia, Md. 21045. Periodicals Postage paid at Columbia, Maryland and additional mailing offices. POSTMASTER: Send address changes to Best-Met Publishing Co. Inc., 5537 Twin Knolls Rd., Suite 438, Columbia, Md. 21045.

BRINGING  
**THE BEST**  
TO MARKET

**DPI** Specialty Foods

We bring to market the very finest in specialty retail and food service products from around the world.

Distributors of Specialty Grocery, Ethnic, Organic, Natural, Bakery, Specialty Cheese, Local and more!

[www.dpispecialtyfoods.com](http://www.dpispecialtyfoods.com)



# THANK YOU

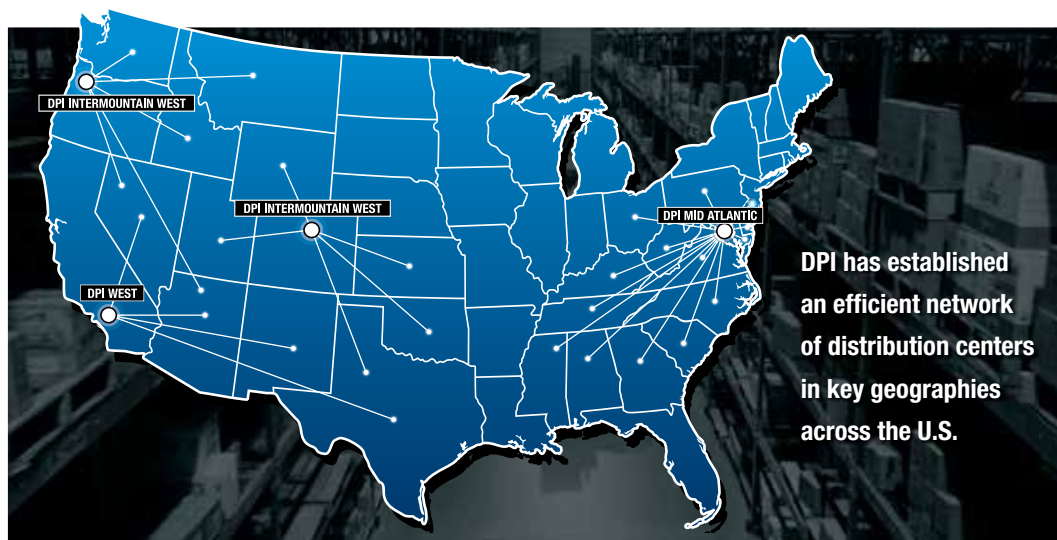
## FOR MAKING OUR

*Holiday Trade Show a Success!*



# DPI Specialty Foods

Baltimore | Denver  
Portland | Los Angeles



DPI has established an efficient network of distribution centers in key geographies across the U.S.

## Save the Dates

**2020 HOLIDAY TRADE SHOW**  
**MAY 12 & 13 - BALTIMORE, MD**

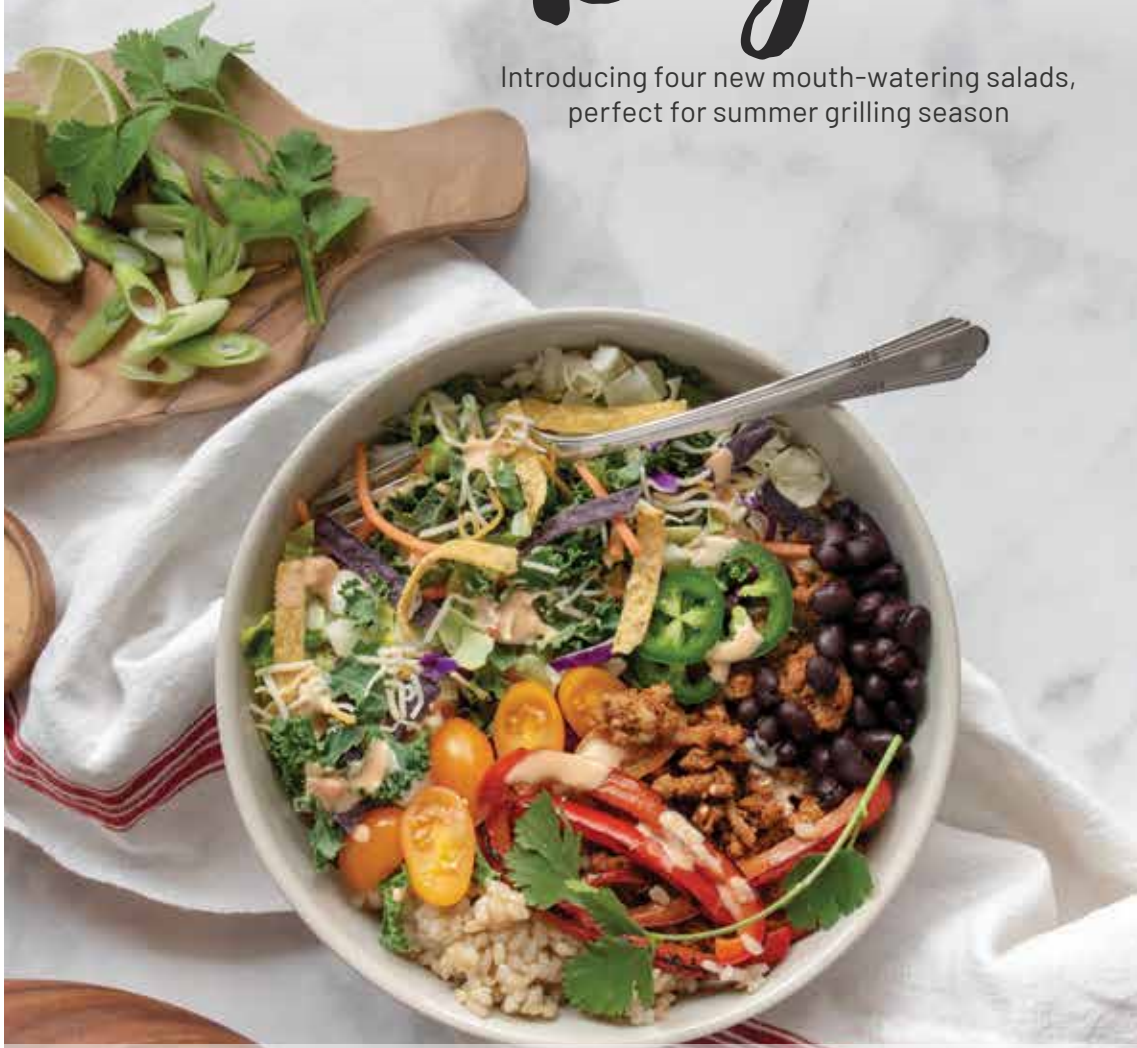


Contact your Account Executive for more details.



# Dig in

Introducing four new mouth-watering salads, perfect for summer grilling season



The Flavor of Fresh

## TAKING STOCK

From page 1

unemployment rate near record lows, operators are struggling to find and maintain qualified store level associates. Even the 35-day government closure earlier this year adversely impacted retailers, wreaking havoc with SNAP benefits for a 60-day period after the shutdown ended. Also, not helping is the harsh reality that the retail pharmacy business' profitability has been bled dry by the clout of Pharmacy Benefit Managers (PBMs) which have drained the profitability from what used to be a key contributor to many retailers' bottom line.

It's no wonder that independents like Darrenkamp's and most recently Ferguson & Hassler have sold their operations to larger chains that are better equipped to deal with leadership succession issues, technology implementation and overall cap-ex needs. There are other indies as well as regional chains that are also looking to get out as evidenced by discussions we're aware of or prospectuses that have been issued.

During the past year, Farm Fresh, a company whose roots go back to 1957 in Tidewater, left the scene, a victim of awful management by then parent company Supervalu. Supervalu is also responsible for starving another of its corporate retail units, Shoppers Food & Pharmacy, for more than a decade. However, UNFI, another woefully inept entity, which acquired SVU last October, can take much of the blame for mishandling the sales of the remaining 44 Shoppers stores. From the outset, UNFI said it would be unbuckling its corporately-owned retail stores (a good move, since its integration of SVU's wholesale business has been dysfunctional), but in eight months has been unable to sell the remaining Shoppers stores that are open.

It's not just traditional supermarkets that find the battleground tough. Rite Aid, which tried to merge with Albertsons last August, saw its stock owners reject the deal even before the shareholder's vote. The beleaguered Central PA-based drug chain continued to produce poor earnings which led to it being temporarily delisted from the New York Stock Exchange. Those events ultimately cost longtime chairman and CEO John Standley his job.

Specialty perishables-oriented operators like The Fresh Market closed stores in the region and continued to perform primarily in an underwhelming manner. And discounter Lidl, whose U.S. debut two years ago has produced disappointing sales and a slowdown of projected openings, fared only a little better as it debuted about a handful of new stores in the region. Of course, it was Lidl's own choice to try to

TAKING STOCK continues on page 23

**Martin's**  
Famous  
**POTATO ROLLS AND BREAD**

ENRICHED ROLLS  
Made with Unbleached Flour and Has a Buttery Taste

**Martin's**  
Dutch  
12 Sliced Slider  
**POTATO ROLLS**

NET WT. 15.0 OZ (425g)

potatorolls.com

MFPS-317

# One Partner. Many Solutions.

At Burris Logistics, your business is as important to us as our own. We listen to your challenges to offer compelling and comprehensive solutions. Learning from our customers and the industries we serve, we have the resources to collaborate on your end-to-end supply chain management needs.



[BURRISLOGISTICS.COM](http://BURRISLOGISTICS.COM) | 800.805.8135



# 2019 FOOD WORLD MARKET STUDY INDEX

Chart	Page		
Aldi In Review .....	114	Food Lion In Review .....	62
Baltimore Market Leaders .....	22	Giant/Martin's In Review .....	82
Baltimore Supermarket Leaders.....	20	Giant Food In Review.....	32
Baltimore-Washington Market Leaders.....	28	Harris Teeter In Review .....	30
Baltimore-Washington Supermarket Leaders.....	24	Kroger In Review.....	82
Central Pennsylvania Market Leaders.....	75	Leading Chains.....	10
Central Pennsylvania Supermarket Leaders.....	74	Leading Independents.....	38
Costco In Review.....	79	Maryland County Share .....	40
CVS In Review.....	78	New Store Openings .....	86
Delaware County Share .....	76	Pennsylvania County Share.....	70
Directory of Retailers.....	12	Per Store Average Leaders .....	103
Eastern Shore Market Leaders.....	58	Richmond Market Leaders.....	94
Eastern Shore Supermarket Leaders.....	56	Richmond Supermarket Leaders.....	93
		Richmond-Norfolk Market Leaders.....	96
		Richmond-Norfolk Supermarket Leaders.....	96
		Rules & Analysis .....	19
		Safeway In Review .....	73
		Target In Review.....	54
		Tidewater Market Leaders .....	98
		Tidewater Supermarket Leaders .....	98
		Virginia County Share .....	100
		Walmart In Review .....	36
		Washington, DC County Share .....	103
		Washington Market Leaders .....	18
		Washington Supermarket Leaders .....	16
		Wegmans In Review.....	60
		Weis Markets In Review.....	80
		Whole Foods In Review.....	67

## The Mid-Atlantic Market

*Food World* describes the 89 counties/cities it covers monthly as the Mid-Atlantic market. The region essentially covers from Harrisburg, PA to Norfolk, VA on a north-south plane and from Kent County, DE (Dover) to the Charlottesville area of Virginia on an east-west plane.

This map shows the area included in the study. Several companies included in this study also operate stores outside of this area. Data on those stores is not part of this study.

In eight of the counties/cities in this study, the volumes of the retailers operating there exceed the overall volumes for the counties or cities. They are: Sussex, DE; Baltimore County, MD; Montgomery, MD; Worcester, MD; Lancaster, PA; Accomack, VA; Orange, VA; and Virginia Beach, VA.

There is an explanation for this: the term is called leakage and simply means that consumers in other counties or cities actually “spill in” and shop in supermarkets, club stores and supercenters in these more densely populated counties or cities. Remember, county food sales are based on population and per capita weekly food expenditures of residents from only that particular county.

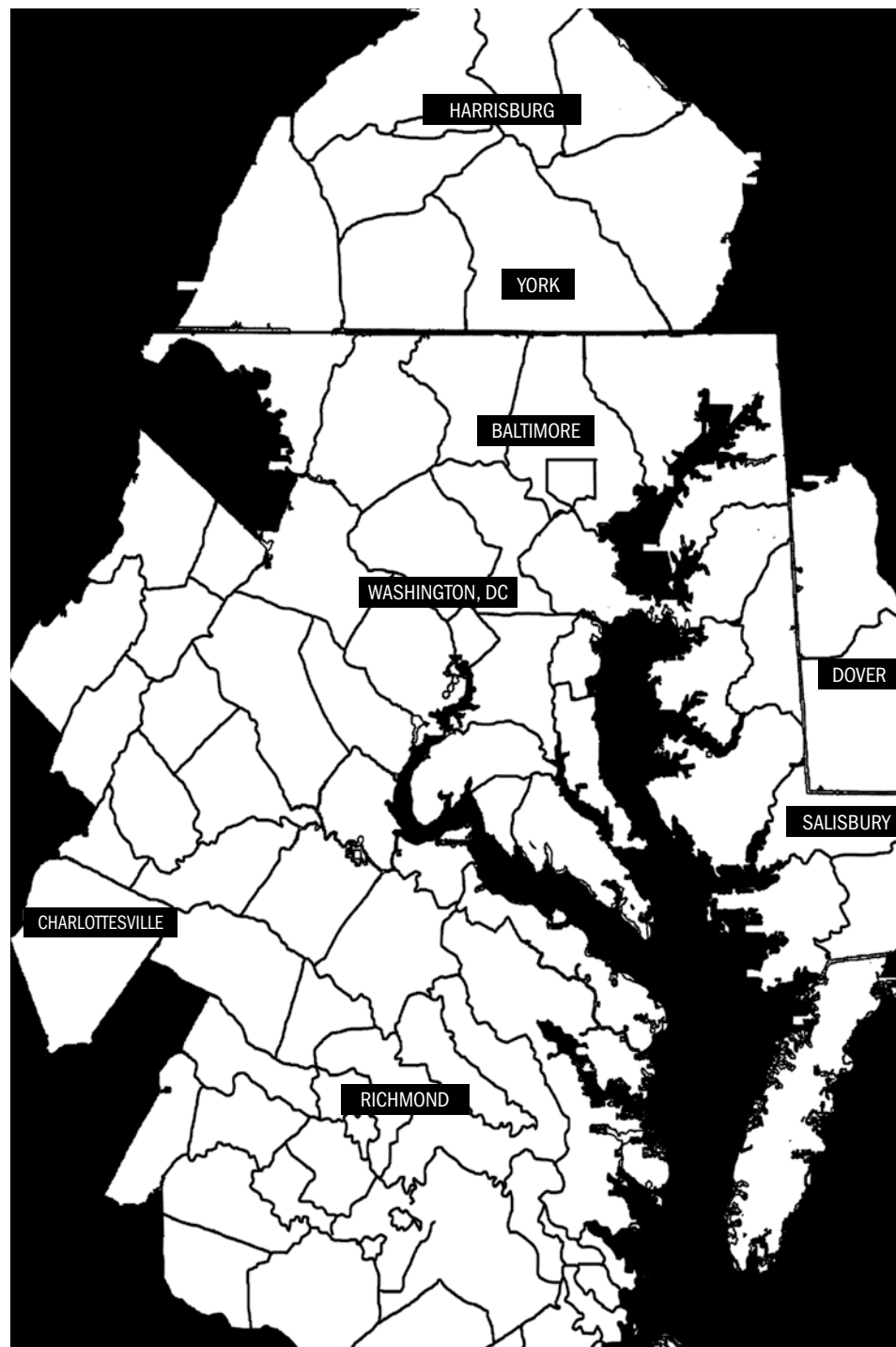
Leakage can result from a sparsity of stores in one county causing consumers to shop in a bordering county where food retailing opportunities are more available, or heavy vacation or resort traffic in a particular county, causing a build-up of food sales in those areas. High volume retailers such as Walmart, Costco and Wegmans which operate stores in the 140,000-214,000 square foot range, can draw people from a much wider geographic area than virtually all other retailers in a given marketing area.

Such was the case this year in Lancaster County, PA where a new Wegmans and Whole Foods opened during the market study measuring period. Additionally, Giant/Martin's opened two new facilities – an acquired former Darrenkamp's unit and a hybrid “wareroom” store. That influx of new activity attracted shoppers from adjacent counties who are not Lancaster County residents.

Moreover, stores located in resort areas such as Sussex County, DE (Rehoboth Beach), Worcester County, MD (Ocean City) and Virginia Beach, VA draw much of their summer sales from visitors who don't reside in those resort areas.

Why are some percentages lower than others?

There are several reasons. Many of the more rural counties have only single-store operators, which are not part of the study. And, in more rural counties, small convenience store operators and other outlets (dollar stores, independent fuel stations, etc.) that sell food and HBC products comprise the bulk of the counties' business, yet are not included in the survey.





# Pure Hydration, Pure Value Purely GOYA!



©2019 Goya Foods, Inc.

## Give Your Shoppers the Natural Hydration They Seek

More shoppers than ever are reaching for pure, naturally hydrating coconut water to support their healthy lifestyles. Capitalize on this opportunity with **Pure Coconut Water** and **Pure Organic Coconut Water** from **GOYA**<sup>®</sup>. With decades of success as one of the pioneers in the category and a strong value proposition, **GOYA**<sup>®</sup> is the clear choice for the coconut waters your shoppers crave.

Visit [goyatrade.com](http://goyatrade.com) or email us at [salesinfo@goya.com](mailto:salesinfo@goya.com)

*If it's GOYA ...it has to be good!*<sup>®</sup>

# FOOD WORLD'S LEADING CHAIN STORES: 2019

A corporate chain is defined as any retailer operating more than 17 stores. All companies listed below operate 18 or more supermarkets, convenience stores, drug units or club stores (although not necessarily in this region, as some of the businesses listed below operate other stores outside of the area *Food World* defines as the Mid-Atlantic market). Military commissaries, Kmart, Target and Wal-Mart are listed as well. Sales for club stores, Kmart, Target and Wal-Mart are extrapolated to include comparable supermarket departments - as explained on page 77. Petroleum sales are not included. Total sales of retail grocery, drugs, HBC, general merchandise and tobacco products in the Mid-Atlantic area are \$48.49 billion.

Rank	Company	Stores	2019 Sales (in millions)	2019 % of Area Market
1	Giant Food	156	\$5,168.43	10.66%
2	Walmart (SuperCenter/Neighborhood Mkt)	163	\$4,852.50	10.01%
3	CVS+	630	\$3,088.40	6.37%
4	Food Lion	256	\$2,839.60	5.86%
5	Safeway	112	\$2,424.14	5.00%
6	Giant/Martin's	54	\$2,175.89	4.49%
7	7-Eleven	1,125	\$2,039.20	4.21%
8	Harris Teeter	78	\$2,035.70	4.20%
9	Wegmans	21	\$1,637.20	3.38%
10	International Markets	124	\$1,626.20	3.35%
11	Weis Markets	105	\$1,544.37	3.18%
12	Costco	30	\$1,515.40	3.12%
13	Target	104	\$1,492.00	3.08%
14	Shoppers	44	\$1,206.90	2.49%
15	Walgreens	225	\$1,156.70	2.39%
16	Kroger (Marketplace)	38	\$1,151.90	2.38%
17	Rite Aid	325	\$1,082.60	2.23%
18	Whole Foods	29	\$1,019.20	2.10%
19	Wawa	157	\$938.87	1.94%
20	BJ's Wholesale Club	29	\$907.00	1.87%
21	Sam's Club	26	\$892.50	1.84%
22	Aldi	110	\$778.80	1.61%
23	Military Commissaries	20	\$644.09	1.33%
24	Trader Joe's	26	\$548.70	1.13%
25	C&S Independents	133	\$543.29	1.12%
26	ShopRite (Klein/Collins/Village/Price Rite)	21	\$484.90	1.00%
27	Sheetz	135	\$480.30	0.99%
28	Royal Farm Stores	182	\$358.90	0.74%
29	Save-A-Lot	50	\$291.40	0.60%
30	Redner's Markets	13	\$246.20	0.51%
31	MOM's Organic Market	16	\$216.20	0.44%
32	Lidl	27	\$208.60	0.43%
33	The Fresh Market	16	\$200.70	0.41%
34	Publix	13	\$171.40	0.35%
35	Acme Markets	8	\$164.75	0.34%
36	Turkey Hill	116	\$159.60	0.33%
37	Fas-Marts	100	\$150.70	0.31%
38	Rutter's Farm Stores	67	\$118.90	0.25%
39	Kmart	20	\$117.80	0.24%
40	Great Valu	14	\$110.20	0.23%
41	Dash-In	44	\$77.30	0.16%
42	Grocery Outlet	12	\$72.90	0.15%
43	High's/Baltimore	47	\$68.50	0.14%
44	Circle K	33	\$57.80	0.12%
45	Sprouts	2	\$35.80	0.07%
46	Giant Eagle	4	\$35.70	0.07%
47	Miller Marts	19	\$28.50	0.06%
48	IGA	2	\$14.50	0.08%
49	XtraMart	2	\$4.16	0.01%
	<b>GRAND TOTAL</b>	<b>5,083</b>	<b>\$47,185.35</b>	<b>97.30%</b>

( ) Name in parentheses indicates another banner used by the company.

Source: *Food World*, June 2019



Congratulations to our very own

**ELDA DEVARIE**

CEO of EMD SALES, Inc.

On receiving

**The Powermeter 2019**

**Entrepreneur Award of Distinction**

presented by Macy's



# DIRECTORY OF RETAILERS

## SUPERMARKETS

### Acme Markets, Inc.

Div. of Albertsons Cos.  
75 Valley Stream Pkwy.  
Malvern, PA 19355  
Phone: (610) 889-4000  
Web: acmemarkets.com  
Pres.: Jim Perkins  
VP-Marketing/Merch.: Kim Gray  
VP-HR/Labor Rel.: Dan Dosenbach  
VPs-Operations: Bill Crosby, Brad Spooner  
DMs: Mike Styer, Joe Hultz, Bud Corry,  
Kevin Reger, Matt Juhring, Brendan  
Murphy, Jonathan Cruz  
Sales Mgr.-Meat/Seafood: Charlie Bell  
Sales Mgr.-Deli: Mary Washinko  
Sales Mgr.-Bakery: Jenifer Krause  
Sales Mgr.-Grocery: Don O'Brien  
Sales Mgr.-Produce: Jay Schneider  
Sales Mgr.-Floral: Susan Glenn  
Dir.-Marketing: Sherry Caldwell  
Primary Supplier: Direct  
Food World Stores: 8  
Food World Vol.: \$164.75 million

### Ahold Delhaize USA

1385 Hancock St.  
Quincy, MA 02169  
Phone: (800) 767-7772  
Web: aholddelhaize.com  
Ahold Delhaize CEO: Frans Muller  
Ahold Delhaize USA COO: Kevin Holt

Pres.-Retail Business Services: Roger  
Wheeler

### Albertsons

250 Parkcenter Blvd.  
Boise, ID 83706  
Phone: (208) 395-6200  
Web: Albertsons.com  
Chmn.: Bob Miller  
Pres./CEO: Vivek Sankaran

### Aldi, Inc.

1200 N. Kirk Rd.  
Batavia, IL 60510  
Phone: (630) 879-8100  
Web: aldi.com  
CEO: Jason Hart  
Co-Pres.: Charles Youngstrom, David Behm,  
Brent Laubaugh  
Primary Supplier: Direct  
Food World Stores: 110  
Food World Vol.: \$770.8 million

### B. Green & Co., Inc.

1300 S. Monroe St.  
Baltimore, MD 21230  
Phone: (410) 783-7777  
Web: bgreenco.com  
CEO: Benjamin Green  
COO: Rick Rodgers  
Primary Supplier: UNFI  
Food World Stores: 11 (Includes Food De-  
pot/Green Valley Market/Shoppers Value)

Food World Vol.: \$194 million

### Balducci's

9201 Corporate Blvd., Ste. 340  
Rockville, MD 20850  
Phone: (844) 259-3875  
Web: balduccis.com  
Pres./CEO: Judy Spires  
Primary Supplier: Wakefern Food Corp.  
Food World Stores: 4  
Food World Vol.: \$56.1 million

### Boyer's Markets

301 S. Warren St.  
Orwigsburg, PA 17961  
Phone: (570) 366-1477  
Web: boyersfood.com  
Pres.: Dean Walker  
CFO: Matthew Kase  
EVP-Sales/Mktg.: Anthony Gigliotti  
VP-Ops: Mike Zmitrovich  
VP-Real Estate: John Boyer  
VP-Community Relations:  
Jeanne Boyer Porter  
Dir.-HR: Ann Marie Blashock  
Meat/Seafood Merch.: Joseph Cutrona  
Produce Merch.: Michael Bush  
Deli/Bakery Merch.: Mellisa Erickson  
Non-Perishable Merch.: Jeff O'Neill  
Primary Supplier: UNFI  
Food World Stores: 1  
Food World Vol.: \$9.36 million

### C&S Independents

P.O. Box 67  
Robeson, PA 19551  
Phone: (610) 693-3161  
Web: cswg.com  
Primary Supplier: C&S Wholesale Grocers  
Food World Stores: 133  
Food World Vol.: \$543.29 million  
\*C&S Independents are comprised of the  
independent supermarkets serviced by  
C&S Wholesale Grocers and supplied from  
its Robeson, PA regional headquarters.

### Eddie's of Roland Park

5125 Roland Ave.  
Baltimore, MD 21210  
Phone: (410) 323-3656  
Web: eddiesofrolandpark.com  
CEO/Pres.: Nancy Cohen  
Primary Supplier: Bozzuto's  
Food World Stores: 2  
Food World Vol.: \$34 million

### Food Lion

Div. of Ahold Delhaize USA  
P.O. Box 1330  
Salisbury, NC 28145  
Phone: (704) 633-8250  
Web: foodlion.com  
Pres: Meg Ham  
Primary Supplier: Direct

See **DIRECTORY** on page 14

**The 4C Family.**  
www.4C.com Favorites for Every Family.



# IF IT'S BROKE, GET A NEW BROKER.

**JOH is a family-owned, debt-free company with nationwide coverage through OSMG. We deliver experience, growth, results and profit. Change is good. Let's talk.**



**Matt O'Hare**  
President and COO  
978.663.9000  
mohare@johare.com  
**JOHare.com**



# DIRECTORY OF RETAILERS

From page 12

*Food World* Stores: 256  
*Food World* Vol.: \$2.84 billion

## The Fresh Market

628 Green Valley Rd., Ste. 500  
Greensboro, NC 27408  
Phone: (336) 272-1338  
Web: thefreshmarket.com  
Pres./CEO: Larry Appel  
CFO: Oded Shein  
EVP-Southeast/Midwest Ops.:  
Rich Durante  
Primary Supplier: UNFI  
*Food World* Stores: 16  
*Food World* Vol.: \$200.7 million

## Geresbeck's Food Market

2109 Eastern Blvd.  
Baltimore, MD 21220  
Phone: (410) 686-3487  
Web: geresbecks.com  
CEO/Pres.: Carl Greeley  
Primary Supplier: C&S  
*Food World* Stores: 2  
*Food World* Vol.: \$17.1 million

## Giant Eagle

101 Kappa Dr.  
RIDC Park  
Pittsburgh, PA 15238

Phone: (412) 963-6200  
Web: gianteagle.com  
CEO: Laura Karet  
Primary Supplier: Direct  
*Food World* Stores: 4 (includes Get Go)  
*Food World* Vol.: \$35.7 million

## Giant Food LLC

Div. of Ahold Delhaize USA  
8301 Professional Pl.  
Landover, MD 20785  
Phone: (301) 341-4100  
Web: giantfood.com  
Interim Pres: Ira Kress  
SVP-Merch.: Tonya Herring  
VP-Non-Perishables: Michael Weinstock  
Primary Supplier: Direct  
*Food World* Stores: 156  
*Food World* Vol.: \$5.17 billion

## Giant/Martin's

Div. of Ahold Delhaize USA  
P.O. Box 249  
28 Brookwood Ave.  
Carlisle, PA 17015  
Phone: (717) 249-4000  
Web: giantfoodstores.com  
Pres.: Nick Bertram  
SVP-Store Ops.: John Ponnett  
SVP-Merch.: John Ruane  
VP-Perishables: Dave Lessard  
Primary Distributor: C&S Wholesale Gro-

cers/Direct  
*Food World* Stores: 54 (includes Martin's)  
*Food World* Vol.: \$2.18 billion

## Graul's

12200 Tullamore Rd.  
Timonium, MD 21093  
Phone: (410) 308-2100  
Web: graulsmarket.com  
Officers/Buyers: Harold Graul Jr., Fred  
Graul, Thomas Graul, John Evans,  
Dennis Graul  
Primary Supplier: UNFI  
*Food World* Stores: 6  
*Food World* Vol.: \$59.9 million

## Great Valu Supermarkets

8258 Richfood Rd.  
Mechanicsville, VA 23111  
Phone: (804) 746-6000  
Web: greatvalu.com  
*Food World* Stores: 14  
*Food World* Vol.: \$110.2 million  
\*This is the advertising and marketing arm  
that serves a group of independents that  
operate in the *Food World* marketing area.

## Grocery Outlet

5650 Hollis St.  
Emeryville, CA 94608  
Phone: (510) 845-1999  
Web: groceryoutlet.com

Vice Chmn.: MacGregor Read  
CEO: Eric Lindberg  
Pres. RJ Sheedy  
Primary Supplier: Direct  
*Food World* Stores: 12  
*Food World* Vol.: \$72.9 million

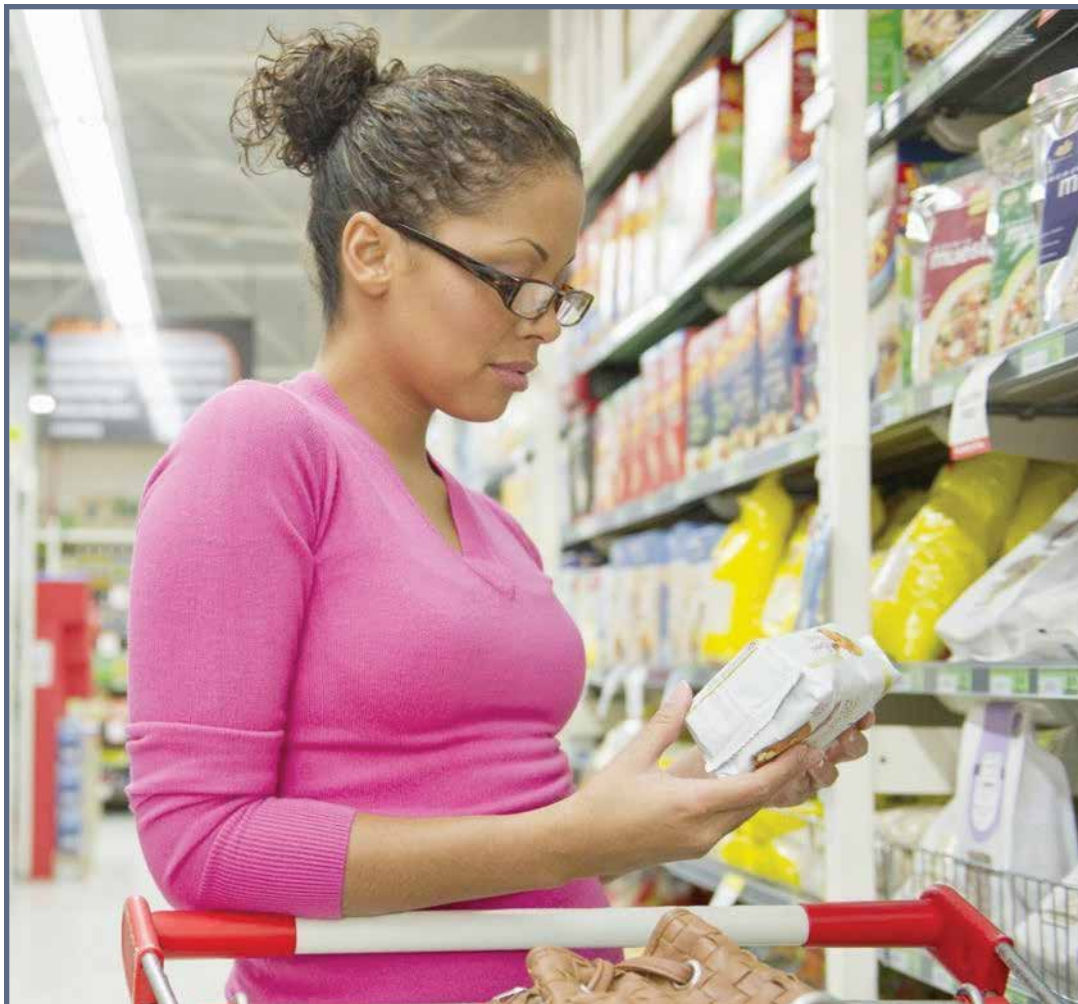
## Harris Teeter

Div. of Kroger  
701 Crestdale Dr.  
Matthews, NC 28105  
Phone: (704) 845-3100  
Web: harristeeter.com  
Pres.: Rod Antolock  
Primary Supplier: Direct  
*Food World* Stores: 78  
*Food World* Vol.: \$2.04 billion

## IGA

275 Schoolhouse Rd.  
Cheshire, CT 06410  
Phone: (203) 272-3511  
Fax: (202) 250-2953  
Primary Supplier: Bozzuto's  
*Food World* Stores: 2  
*Food World* Vol.: \$14.5 million  
\*This is the group of independent retailers  
that operate under the IGA banner and are  
supplied by Bozzuto's and supervised from  
its Cheshire, CT headquarters.

See **DIRECTORY** on page 52



# Local is Better.

Want local representation  
with a national reach?

You need the professionals  
at Star/Pro-Star.



781 Far Hills Drive, Suite 800 • New Freedom, PA 17349  
717-759-3701 ph • 717-759-3702 fax

Select the Best®



C&S  
Wholesale  
Grocers

# COMMUNITY

*One company can't save the world, but one company can make a difference. C&S Community Involvement focuses on four areas, which we call our core initiatives:*

*Eliminating Hunger, Strengthening Communities,  
Protecting Our Environment, and Encouraging Volunteerism*



**Your Success is Part of Everything We Do!**

Questions? Contact your C&S Sales Representative  
or call 1.800.872.5018 or visit [www.cswg.com](http://www.cswg.com)



C&S Wholesale Grocers

## Washington Supermarket Leaders:

### Giant's Supers Share Remains Dominant; Safeway Stabilizes; Int'l. Mkts. Grow In \$11.6B Market

- Giant Closes 3, Maintains Big Lead
- Safeway Bounces Back, Comps Solid
- Int'l. Markets Continue Growth
- Wegmans Gains Momentum
- Shoppers' Sad End In Sight

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Giant Food	111	\$3,571.02	30.92%	114	\$3,627.34	31.32%
2	Safeway	85	\$1,790.75	15.51%	87	\$1,811.13	15.64%
3	International Markets	96	\$1,311.40	11.36%	92	\$1,248.60	10.78%
4	Harris Teeter	44	\$1,243.60	10.77%	43	\$1,196.40	10.33%
5	Wegmans	11	\$947.90	8.21%	10	\$819.30	7.07%
6	Shoppers	27	\$799.30	6.92%	33	\$977.10	8.44%
7	Whole Foods	20	\$732.90	6.35%	19	\$693.10	5.98%
8	Trader Joe's	17	\$395.20	3.42%	16	\$372.70	3.22%
9	Food Lion	33	\$374.80	3.25%	33	\$380.60	3.29%
10	Weis Markets	28	\$313.18	2.71%	29	\$330.27	2.85%
<b>Total</b>		<b>472</b>	<b>\$11,480.05</b>	<b>99.41%</b>	<b>476</b>	<b>\$11,456.54</b>	<b>98.93%</b>

The chart above lists the top 10 supermarket retailers in the Washington market. Counties/cities included are: Washington, DC; Calvert, Charles, Frederick, Montgomery and Prince George's in MD; Arlington, Clarke, Culpeper, Fairfax, Fauquier, King George, Loudoun, Prince William, Spotsylvania, Stafford and Warren as well as the independent cities of Alexandria, Fairfax, Falls Church and Fredericksburg in VA. Petroleum sales are not included. Total supermarket sales for the area are \$ 11.55 billion.

Source: Food World, June 2019

**EAST COAST FRESH**

Fresh Food Made Easy

**FRESH CUT | WHOLE | ORGANIC | KOSHER**

www.eastcoastfresh.com  
 9001 Whiskey Bottom Road  
 Laurel • MD 20723  
 Phone 410-799-9900



# Snip. Shop. Save. Eat. Repeat.



Washington metro shoppers rely on The Washington Post for their grocery shopping needs, including coupons.

- Of those who use grocery advertising, **45%** say they rely most on newspaper advertising, followed by **21%** who rely most on advertising delivered to the home.
- Among metro market adults who use cents-off coupons at least once a week for groceries, **39%** usually obtain coupons from a daily or Sunday newspaper.

Contact us today for more information on special advertising opportunities that can help lead shoppers—with carts to fill—right into your stores.

**The Washington Post**

Doug Coffelt | 202-334-4440 | Douglas.Coffelt@washpost.com or your Washington Post Account Manager

Sources: 2018 Advertising Usage and Consumer Attitudes Study; Nielsen Scarborough, 2019, Release 1

## Washington Market Leaders:

Alternates' Share Grows To 31%; Giant, CVS, Walmart, Costco, 7-Eleven Lead Respective Channels

- Alts. Still Gaining Against Supers
- Giant Solid, Maintains DC Lead
- CVS Leads, Drugs' Share Is 8.05%
- Mass Share Rises To 9.17%
- Aldi Opens 6, Grows Share

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Giant Food	111	\$3,571.02	18.36%	114	\$3,627.34	19.01%
2	Safeway	85	\$1,790.75	9.21%	87	\$1,811.13	9.49%
3	International Markets	96	\$1,311.40	6.74%	92	\$1,248.60	6.54%
4	CVS+	250	\$1,255.30	6.45%	246	\$1,227.10	6.43%
5	Harris Teeter	44	\$1,243.60	6.39%	43	\$1,196.40	6.27%
6	Walmart	40	\$1,096.60	5.64%	40	\$1,090.30	5.71%
7	Costco	17	\$979.20	5.04%	17	\$951.00	4.98%
8	Wegmans	11	\$947.90	4.87%	10	\$819.30	4.29%
9	7-Eleven	512	\$919.20	4.73%	511	\$871.80	4.57%
10	Shoppers	27	\$799.30	4.11%	33	\$977.10	5.12%
11	Whole Foods	20	\$732.90	3.77%	19	\$693.10	3.63%
12	Target	43	\$687.00	3.53%	43	\$679.60	3.56%
13	Trader Joe's	17	\$395.20	2.03%	16	\$372.70	1.95%
14	Food Lion	33	\$374.80	1.93%	33	\$380.60	1.99%
15	Weis Markets	28	\$313.18	1.61%	29	\$330.27	1.73%
16	Walgreens	58	\$310.70	1.60%	55	\$292.00	1.53%
17	Aldi	40	\$294.40	1.51%	34	\$227.80	1.19%
18	BJ's Wholesale Club	9	\$294.10	1.51%	9	\$291.80	1.53%
19	Military Commissaries	8	\$268.90	1.38%	8	\$283.31	1.48%
20	Wawa	36	\$218.72	1.12%	35	\$217.85	1.14%
<b>Total</b>		<b>1,485</b>	<b>\$17,804.17</b>	<b>91.55%</b>	<b>1,474</b>	<b>\$17,589.10</b>	<b>91.44%</b>

The chart above lists the top 20 retailers in the Washington market which sell groceries, HBC, drugs, general merchandise and tobacco products. Volumes listed include 100% of store sales for supermarkets, c-stores and drug chains. Sales for club stores, Kmart, Target and Wal-Mart are extrapolated to include comparable categories, as explained in the formula on page 77. Petroleum sales are not included. Counties/cities included are: Washington, DC; Calvert, Charles, Frederick, Montgomery and Prince George's in MD; Arlington, Clarke, Culpeper, Fairfax, Fauquier, King George, Loudoun, Prince William, Spotsylvania, Stafford and Warren as well as the independent cities of Alexandria, Fairfax, Falls Church and Fredericksburg in VA. ( ) Indicates another banner used by the company. +Stand-alone CVS and in-Target pharmacies.

Total food sales for the area are: \$19.45 billion.

Source: Food World, June 2019

# AHOLD DELHAIZE LEARNS A HARD LESSON



When 31,000 hardworking men and women went on strike against Ahold Delhaize's New England banner, Stop & Shop, they taught the company a hard lesson: Never underestimate the solidarity of UFCW members.

Over the 11-day strike, the members held firm and Ahold Delhaize lost \$110 million. The company dropped its demands for pay cuts, health care premium hikes and pension benefit reductions, and instead negotiated a fair contract recognizing the workers' contributions to corporate profitability.

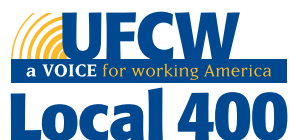
This lesson will serve Ahold Delhaize well in the upcoming bargaining between Giant (as well as Safeway) and the members of UFCW Local 400. Negotiate

in good faith and treat your workers with respect and dignity, and you'll get a contract that properly compensates employees, strengthens your customer base and keeps you profitable.

We look forward to mutually respectful bargaining this fall that produces a win-win outcome for all.

Mark P. Federici  
President

Christopher Hoffmann  
Secretary-Treasurer



8400 CORPORATE DRIVE, SUITE 200 • LANDOVER, MD 20785 • 1-800-638-0800 • 301-459-3400  
WWW.UFCW400.ORG • WWW.FACEBOOK.COM/UFCW400 • WWW.TWITTER.COM/UFCW400

# MARKET STUDY: RULES & ANALYSIS

Over the past 12 months, the economy was generally healthy. Inflation, too, provided a slight headwind for retailers. And there was even some market erosion as Farm Fresh closed or sold its 40 supermarkets in Tidewater and Central PA independent retailer Darrenkamp's folded its operations, closing three stores and selling another store to Giant/Martin's. Other retailers such as The Fresh Market, Shoppers Food & Pharmacy, Rite Aid and woebe-gone Kmart closed multiple stores during the past year.

So why are most retailers (pick at least one) cautious, frustrated, frightened or tired?

Once the first layer of the onion is peeled back, the answers become more obvious: the store expansion continues, especially for newer and emerging retailers that have enjoyed some degree of success or have the deep pockets to bring their operating models to a wider area. That example would certainly apply to Lidl, which has improved slightly since its awful start two years ago, but it's still below the projections (in both sales and store counts) of many analysts who had predicted more success for the German discounter. But that slow start hasn't stopped Lidl from continuing to open new stores in new markets and even make an important acquisition – Best Markets on Long Island.

Also adding more stores (while also remodeling many existing units) was Aldi. However, the “other” German extreme value merchant's story was much different. No retailer over the past 12 months was more of a disruptor in the market. Simply stated, Aldi's keen understanding of American discounting – from a pricing, merchandising, supply chain and store design perspective – is nearly perfect.

Lidl and Aldi were not alone in expanding to their store bases in the region. Harris Teeter and its parent, Kroger, also added stores in Tidewater by acquiring 10 and eight former Farm Fresh units respectively. Even Food Lion, which hasn't had a net gain of stores for almost a decade, purchased three former Farm Fresh supermarkets to grow its market share.

And then there's Publix. With

a healthy spending budget and unyielding faith in its operating model, the Lakeland, FL-based employee-owned supermarket chain added five more stores in Richmond over the past year (with several more to come). The opening act hasn't been particularly good for the industry's most profitable food retailer, and its inability to make the necessary local adjustments is puzzling, but Publix remains undaunted, convinced that its successful “clean stores, great service” formula which has made them a market leader in several Southeast markets will eventually work in the capital of the Old Dominion. However, this is 2019 and consumer habits are changing – the customer base is younger and less predictable and there's no Wegmans to deal with in Florida or a Kroger operation in any other Publix marketing area that's as strong as it is in Richmond.

It's those changing consumer habits that many traditional bricks and mortar merchants find most challenging. The data is readily available, but how to find a sweeter spot to gain more shopper loyalty still remains somewhat elusive to most. The need to provide the fresh, healthy and convenient products is obvious, but how do you deliver those offerings in a way that doesn't make the shopping experience a hassle? Retailers such as Whole Foods and Trader Joe's seemingly have incorporated that into the corporate DNA and therefore have a big advantage. Others like Walmart, Target and Ahold Delhaize USA/Peapod are making progress and have bought into the urgency to address the needs of the new consumer.

And although I would have figured that after two years in the learning lab, Amazon's influence on Whole Foods would be much greater than it's been thus far – it shows how difficult it is to alter the fundamental “four walls” reality of bricks and mortar – “Godzilla” has improved other aspects of its Whole Foods' business both online and through its linkage with its “Prime” members. And as we all know, Amazon has other food retailing initiatives apart from Whole Foods.

Instacart and BOPIS (buy online pickup in store) are helpful add-ons, but most traditional retailers are still utilizing those tools as defensive measures. On the other hand, despite the growth of digital sales for grocery and related items, it's still a relatively small factor and the physical store is still the arena where more than 90 percent of all grocery sales occur.

For most supermarket operators, the biggest challenge – as it has been for the past 15 years – is protecting the business against other channels, particularly Walmart and Costco, which are also developing plans to grow their grocery sales.

That alone makes it difficult for many traditional supermarket operators, particularly independents and some regional chains that lack the financial resources and IT expertise to make them competitive with the big boys. And some of those smaller and medium-sized merchants are also facing perpetuation/succession issues.

However, those entrepreneurs usually have the advantage of offering better service while possessing more grit and tenacity than their larger corporate competitors. Unfortunately, those advantages are diminishing every year.

It's gonna get worse before it gets better. There'll be more attrition next year and maybe for a few years after that. Those that survive (and even prosper) will be the companies that best understand and can execute their strategies to attract some consistent level of loyalty from the Gen X (born after 1964), Millennials/Gen Y (born after 1980) and Gen Z (born after 1995) groups of shoppers who will continue to transform food retailing.

Let's get back to the current landscape – here's my annual market-by-market review and analysis of what's happened over the past 12 months.

## Baltimore-Washington

There was less disruption in the Mid-Atlantic's largest market than there's been in the last decade. That's primarily because perennial market share gainers Walmart, Wegmans and Harris

Teeter only opened a combined two new stores over the past 12 months. Additionally, market leader Giant Food regained much of the traction it had lost during the last 10 years and Safeway bounced back from a terrible year in 2018. Those improved results by both big chains can be directly attributed to leadership. Gordon Reid, who just before presstime was named the new president of Stop & Shop, did a phenomenal job of rebuilding many tangible and intangible assets at Giant that for many years was a “given,” only to be dismantled by poor local leadership and the “red headed stepchild” status under parent company Ahold USA (now Ahold Delhaize USA). At Safeway, appointing Albertsons veteran Tom Lofland to the Eastern division president not only ended the company's revolving door perception, it gave the division a leader who has waited a long time to get his shot. Lofland's elevation provided the division with improved people skills coupled with the grit and tenacity of a seasoned pro.

Looking down the road, there will be more disruptions upcoming once UNFI figures out how to dispose of the remaining 44 Shoppers stores in the next few months. It's been a messy process by a company that's become pretty good at creating messes. In terms of new store activity, Aldi, the B-W market's biggest disruptor this year, opened eight new units and remodeled another dozen stores which now offer a greater variety of perishables. Also gaining share this year were the area's International Markets, of which there are now 113 stores in the B-W market, six more than last year. However, with Giant, Safeway and Walmart operating 313 stores and controlling a combined 32 percent of the \$28 billion market, it's hard to foresee much change at the top in the near future.

## Eastern Shore

There's Walmart and there's Food Lion. And then there's everybody else. The perennial Delmarva market leaders operate in totally different styles but together they combined to control

32 percent of the market's ACV volume, so there's little else to talk about. In fact of the top 20 retailers in the market, only Walgreens, Royal Farms and Aldi added stores while Acme, Rite Aid, CVS and Fas-Mart's closed locations. With Walmart essentially out of the bricks and mortar expansion business and Food Lion, which hasn't opened a new store on the Eastern Shore in nearly 15 years, standing pat this is the one *Food World* marketing area that's poised for little long-term change.

## Central Pennsylvania

It was also a pretty quiet year in Central Pennsylvania if you exclude Lancaster County. But that would be hard to do since the easternmost county in the region accounts for 25 percent of the its population and Lancaster the only county in the eight-county area that is growing. Ah yes, Lancaster County, where Wegmans and Whole Foods both opened new stores during the past 12 months. Giant/Martin's, the overwhelming Central PA market leader for nearly 30 years, also opened two new facilities in Lancaster. Independents Darrenkamp's and Ferguson & Hassler both surrendered and there could be other independent victims in an area where indies once thrived. Other than that, the market was pretty stable with the top three merchants – Giant/Martin's, Weis and Walmart – not opening any new stores over the past year. Still, the big three control more than 52 percent of the \$5.8 billion marketing area.

## Richmond

The big news: Walmart has regained the top spot over Kroger in a tight battle for market leadership in what remains the Mid-Atlantic's most competitive market. The reason for the flip-flop: Publix. But it's not what you think. The truth is that, despite opening three new supermarkets (and two others in adjacent Fredericksburg and Williamsburg), the Florida newcomer continues to post underwhelming sales. But when you take nearly \$150 million out of a

See **RULES & ANALYSIS**  
on page 77

## Baltimore Supermarket Leaders:

### Giant Still Dominant In \$4.6 Billion Market; Weis, International Markets Gain As Shoppers Fades

- Giant's Share Double Safeway's
- Weis Posts Solid Comps
- Shoppers Shuts Stores, End Nears
- Wegmans Still Per-Store Leader
- Intl. Markets Add Stores, Sales

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Giant Food	39	\$1,370.73	30.21%	41	\$1,424.78	30.82%
2	Safeway	25	\$596.64	13.15%	25	\$610.44	13.21%
3	Weis Markets	26	\$429.01	9.46%	25	\$418.90	9.06%
4	Wegmans	5	\$400.00	8.82%	5	\$392.50	8.49%
5	Shoppers	16	\$394.40	8.69%	18	\$474.10	10.26%
6	ShopRite (Klein/Collins/Village/PR)	14	\$368.80	8.13%	14	\$366.60	7.93%
7	Food Lion	21	\$208.00	4.58%	21	\$209.00	4.52%
8	International Markets	17	\$206.00	4.54%	15	\$182.00	3.94%
9	Harris Teeter	6	\$193.20	4.26%	6	\$190.40	4.12%
10	B. Green (Food Depot/Green Valley)	8	\$172.00	3.79%	7	\$163.00	3.53%
<b>Total</b>		<b>177</b>	<b>\$4,338.78</b>	<b>95.62%</b>	<b>177</b>	<b>\$4,431.72</b>	<b>95.87%</b>

The chart above lists the top 10 supermarket retailers in the Baltimore market. Counties/cities included are: Anne Arundel, Baltimore City, Baltimore, Carroll, Harford, Howard and Queen Anne's. Petroleum sales are not included. ( ) Name in parentheses indicates another banner used by the company.

Total supermarket sales for the area are \$ 4.54 billion.

Source: Food World, June 2019

## THE ONLY DEFENSE AGAINST CORPORATE GREED...SOLIDARITY!!!



Lately it seems like on every front Corporate Greed is posing newfound threats to the well-being of Hard Working Americans. From Corporations looking to save money by slashing Employee Benefit plans, to trying to rob workers of their pensions, every day the threat gets worse.

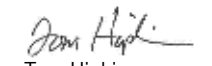
As we recently saw in New England, where Ahold Delhaize demanded pay cuts, health care premium hikes and pension benefit reductions.

The 31,000 UFCW members in New England stood strong together and through Solidarity were able to defeat the company's greedy demands and win a contract

that protects their Medical and retirement benefits and affords them the dignity and respect they so desperately deserve!

We at UFCW Local 27 will continue the charge that started in New England, we will stand together in solidarity this fall when bargaining with Giant and Safeway, and we will demand the companies bargain in good faith to give our members the fair contract that they work so hard for!

  
Jason Chorpenny,  
President

  
Tom Hipkins,  
Secretary-Treasurer



21 West Road, Suite 200 8 Twoson, MD 21204  
800-338-8329 • 410-337-2700  
www.ufcw27.org



# BALTIMORE SUN MEDIA IS:



**DRIVING  
IN-STORE TRAFFIC**



**INCREASING  
DELIVERY REQUESTS**



**ENGAGING  
MILLENNIAL CONSUMERS**

**We Drive Success at the Register**  
as the #1 Baltimore News and Information Source in Print and Online

**Find Out How**  
[bjackson@baltsun.com](mailto:bjackson@baltsun.com)



**BALTIMORE SUN**  
— MEDIA —

[baltimoresunmediagroup.com](http://baltimoresunmediagroup.com)  
f baltimoresunmedia  
t baltsunmedia  
in the-baltimore-sun-media-group

**EACH WEEK BALTIMORE SUN MEDIA DELIVERS MORE THAN 910,000 GROCERY SHOPPERS  
AND MORE THAN 742,000 ADULTS WHO USE COUPONS.**

BASE: 2,322,161 BALTIMORE DMA ADULTS WHO SHOPPED ANY GROCERY STORE IN THE PAST WEEK; 1,655,774 BALTIMORE DMA ADULTS WHO USE COUPONS. SOURCE: NIELSEN SCARBOROUGH 2019 R1.

## Baltimore Market Leaders:

Giant, Walmart, Safeway Control 59.1% Of \$8.9 Billion Market; CVS Still Drug Channel Leader

- Alts.' Share Grows To 34.72%
- Giant Again Tops All Channels
- Walmart Comps Among Best
- Drug Chains Command 10.53%
- Despite Kmart, Mass Share Is 10.37%

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Giant Food	39	\$1,370.73	15.38%	41	\$1,424.78	16.06%
2	Walmart (SuperCenter)	23	\$658.90	7.39%	23	\$644.90	7.27%
3	Safeway	25	\$596.64	6.69%	25	\$610.44	6.88%
4	Weis Markets	26	\$429.01	4.81%	25	\$418.90	4.72%
5	Wegmans	5	\$400.00	4.49%	5	\$392.50	4.42%
6	CVS+	83	\$398.70	4.47%	82	\$384.40	4.33%
7	Shoppers	16	\$394.40	4.42%	18	\$474.10	5.34%
8	ShopRite (Klein/Collins/Village/PR)	14	\$368.80	4.14%	14	\$366.60	4.13%
9	7-Eleven	185	\$322.30	3.62%	187	\$320.10	3.61%
10	Rite Aid	78	\$281.80	3.16%	89	\$337.90	3.81%
11	Target	18	\$265.80	2.98%	18	\$255.60	2.88%
12	Walgreens	47	\$255.40	2.87%	44	\$240.40	2.71%
13	Sam's Club	6	\$254.50	2.86%	6	\$233.00	2.63%
14	Costco	5	\$242.50	2.72%	4	\$193.30	2.18%
15	BJ's Wholesale Club	7	\$230.00	2.58%	7	\$241.40	2.72%
16	Food Lion	21	\$208.00	2.33%	21	\$209.00	2.36%
17	International Markets	17	\$206.00	2.31%	15	\$182.00	2.05%
18	Harris Teeter	6	\$193.20	2.17%	6	\$190.40	2.15%
19	Royal Farm Stores	99	\$182.20	2.04%	100	\$175.50	1.98%
20	B. Green (Food Depot/Green Valley)	8	\$172.00	1.93%	7	\$163.00	1.84%
<b>Total</b>		<b>728</b>	<b>\$7,430.88</b>	<b>83.37%</b>	<b>737</b>	<b>\$7,458.22</b>	<b>83.31%</b>

The chart above lists the top 20 retailers in the Baltimore market which sell groceries, HBC, drugs, general merchandise and tobacco products. Volumes listed include 100% of store sales for supermarkets, c-stores and drug chains. Sales for club stores, Kmart, Target and Wal-Mart are extrapolated to include comparable categories, as explained in the formula on page 77. Petroleum sales are not included. Counties/cities included are: Anne Arundel, Baltimore City, Baltimore, Carroll, Harford, Howard and Queen Anne's. ( ) Indicates another banner used by the company. \*Stand-alone CVS and in-Target pharmacies. **Total food sales for the area are: \$8.91 billion.** Source: Food World, June 2019



*An East Coast Sales and Marketing Organization Committed to Building Sales and Partnerships Today, Tomorrow and Beyond.*



★ Joe Rallo

★ Vic Drechsler

★ Dave Noll

7544 Holabird Ave. • Baltimore, MD 21222

Phone: 410-285-7179 • Fax: 410-285-0812

joerallo@salesforceone.net | dnoll@salesforceone.net

*Member of the Produce Sales Alliance*

# TAKING STOCK

From page 6

find locations (which it puzzlingly owns outright) near discount juggernauts Aldi (the best performer in this year's survey) and Walmart, which also had a solid year. Be careful what you wish for.

So, for the 41st consecutive year, here's my take on the leaders (and disruptors) in our core Baltimore-Washington market with one caveat: we expect the sales process of at least half of the Shoppers' store to be concluded in the next six weeks, which will play a big role in the shape of the B-W market next year as the number five retailer in the area exits and whose sales will undoubtedly be replaced by existing retailers currently operating in the market.

**Giant Food** – Consider where the company was before president Gordon Reid assumed the helm of the Landover-based organization in 2013. While it possessed the strongest locations in the area and had commanded the dominant position in the country's sixth largest market for more than 50 years, Giant was a company that by many measures had lost its way. The vibrancy and creativeness that were hallmarks of the pre-Ahold era were long gone as the retailer struggled with management changes, lack of direction from parent company Ahold and declining morale. Reid and his leadership team have not only stopped the leaking, they've created a model where teamwork is emphasized. Also helping was parent company Ahold Delhaize USA's decision to decentralize its brands, a move that helped the folks in Landover more than any of the company's other banners. Comp sales have been solid (compared to industry standards) and store conditions have also improved (a shout out to Ira Kress). Now that Reid is headed north to run the much larger and more troubled Stop & Shop unit, it will be up to Kress to keep the momentum and flow positive. He should take solace in knowing that he's one of the reasons that Giant at long last is on the correct path. But as they say in baseball, there's a big difference between being the 8th inning "hold" guy and the 9th inning "closer."

**Safeway** – A year of stabilization and then progress for the Eastern division of Albertsons. Again, leadership has a lot to do with Safeway's progress. After several years of management musical chairs (remember Brian Baer circa 2013-2014?), the company brought Jim Perkins back to run the Lanham-based division in late 2017 (he was also president of Albertsons' Acme division). Perkins' tremendous people skills and operational discipline helped Safeway get back on track. Ten months later, Perkins handed the ball off to Tom Lofland, another Albertsons veteran who had headed up merchandising at Eastern since 2015. It was Lofland's first shot at running his own show and he's made the most of it. The stores are looking better and Safeway's "old school" merchandising approach is building sales, especially on the important weekend days. There's still a lot of work to do, especially since it suffers from the same fate as many of Albertsons' approximately 2,300 supermarkets across the U.S. – smallish stores (by today's standards) that need refreshing. But, also like most of the Boise, ID retailer's units, locations are excellent and market share remains solid in virtually all of its operating areas. And at Safeway-Eastern (and Acme, too) the leadership is very strong.

**Walmart** – No new stores opened in the B-W market, a first in more than 25 years for the Bentonville, AR-based retailer. While most of Walmart's cap-ex went into its growing digital initiatives, there was some earnest money spent on bricks and mortar improvements. Walmart's baseline success has always come from its low-price perception which it doggedly protects and works hard to maintain. In the past year, the world's largest retailer has continued to improve store conditions, added more labor (which have helped with out-of-stocks) and upgraded its perishables. Walmart has also benefited by combining its online programs ("Ship to Store" and delivery service in some areas) to add more convenience for its shoppers. It's a winning combination for the Behemoth that should prove solid for a long time.

**Harris Teeter** – A steady year for the upscale division of Kroger. The merchant added one new store this year bringing its B-W total to 50, impressive since it was 20 years ago that the North Carolina retailer first entered the market. Harris Teeter's year was kind of typical of many other supermarket operators – their game is still very solid, but market conditions made it very difficult to achieve the same

TAKING STOCK continues on page 50

From America's #1 brand of restaurant seafood

soups, appetizers, entrées—

every night is seafood night with Phillips



No other seafood brand gives you the ability to stock a full line of restaurant quality products. Catch upscale customers and drive repeat sales with Phillips.

PHILLIPSFOODS.COM



888.234.CRAB

© 2018 Phillips Foods, Inc. All rights reserved.

## Baltimore-Washington Supermarket Leaders:

### Giant, Safeway Close Stores But Still Dominate \$16.1 Billion Baltimore-Washington Supers Sales

- Giant Closes 5, But Comps Solid
- Safeway Stabilizes, Still #2
- With 8 Fewer Stores, Shoppers Fades
- HT Adds Store, Grows Share
- Int'l. Markets Now Control 9.43%

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Giant Food	150	\$4,941.75	30.72%	155	\$5,052.12	31.18%
2	Safeway	110	\$2,387.39	14.84%	112	\$2,421.57	14.94%
3	International Markets	113	\$1,517.40	9.43%	107	\$1,430.60	8.83%
4	Harris Teeter	50	\$1,436.80	8.93%	49	\$1,386.80	8.56%
5	Wegmans	16	\$1,347.90	8.38%	15	\$1,211.80	7.48%
6	Shoppers	43	\$1,193.70	7.42%	51	\$1,451.20	8.96%
7	Whole Foods	24	\$870.90	5.41%	23	\$830.30	5.12%
8	Weis Markets	54	\$742.19	4.61%	54	\$749.17	4.62%
9	Food Lion	54	\$582.80	3.62%	54	\$589.60	3.64%
10	Trader Joe's	21	\$467.00	2.90%	20	\$443.40	2.74%
<b>Total</b>		<b>635</b>	<b>\$15,487.83</b>	<b>96.28%</b>	<b>640</b>	<b>\$15,566.56</b>	<b>96.07%</b>

The chart below lists the top 10 supermarket retailers in the Baltimore-Washington market. Counties/cities included are: Washington, DC; Anne Arundel, Baltimore City, Baltimore, Calvert, Carroll, Charles, Frederick, Harford, Howard, Montgomery, Prince George's and Queen Anne's in MD; Arlington, Clarke, Culpeper, Fairfax, Fauquier, King George, Loudoun, Prince William, Spotsylvania, Stafford and Warren as well as the independent cities of Alexandria, Fairfax, Falls Church and Fredericksburg in VA. Petroleum sales are not included. **Total supermarket sales for the area are \$ 16.1 billion.** Source: *Food World*, June 2019

**Organic**  
GROWERS & WHOLESALE DISTRIBUTORS

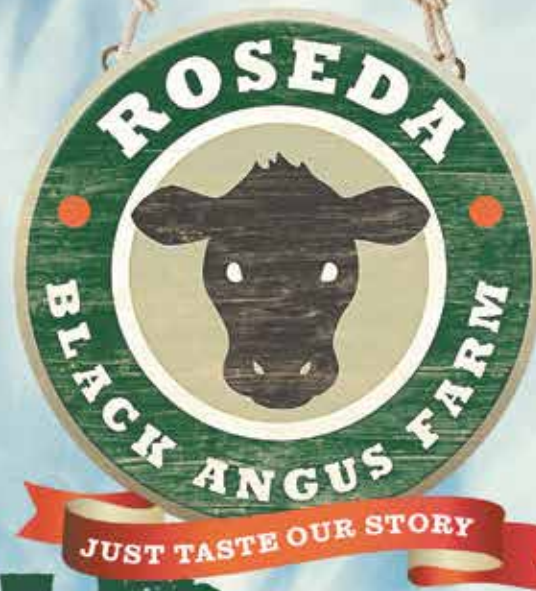
**PROCACCI BROTHERS** SINCE 1948  
The leader in the field.™  
800-523-4616 • [procaccibrothers.com](http://procaccibrothers.com)

**Santa SWEETS**®  
877-606-5003 • [santasweets.com](http://santasweets.com)

Providing you with a complete variety of fresh organic produce

USDA ORGANIC

BRING  
LOCAL TO



# Your & Grill

Welcome to Roseda Farm—  
Black Angus beef done the right way.

- Locally Raised
- All-Natural
- Pasture-Raised & Grain-Finished
- Dry-Aged the Old-Fashioned Way



ROSEDABEEF.COM

# Mid-Atlantic Retailers, Suppliers Make Trip To Orlando For 2019 IDDBA Show



Orlando's Orange County Convention Center was home to this year's IDDBA Seminar and Expo. Checking out the latest in dairy-deli-bakery are Cherie Hendricks (l) and Brittany Blumer, both with Whole Foods-Mid Atlantic.



Here we have (l-r) Bob Palmieri and Brian Lorenz, Giant/Martin's; Bill Weiss, Dietz & Watson; Mark Smith, Acosta; Charlie Cruger, B&A Brokers; and Chelsea Regan, Ahold Delhaize USA.



All smiles from Godshall's are (l-r) Krystal Schmidt, Anina DellaSala, Richie Harlan, Kim Lowe, Erin Peryea and Ed Kelly.



Dietz & Watson is well represented at IDDBA by Lauren Eni (l), Jorge Vazquez (c) and Michael Eni.



This photo features (l-r) Bill Sando and Geoff Mason, Hughes Sales Inc.; Sheree Hafer and Dave Baez, Lactalis; Michael Hughes and Mark Sisler, Hughes Sales Inc.



Michele Denk (l) of Dietz & Watson says hello to Giant Eagle's (2nd from l-r) Laura Miller, Patti Tavelli and Beth McGough.



Carl Hughes (2nd from l) of Weis Markets is joined here by (l-r) Shawn Paterakis, JR Paterakis and Ryan Paterakis, all with H&S Bakery.



Attending IDDBA from Burriss Retail Logistics are Wayne Coutts (l), Christine Collins (c) and Monica Spaulding.



Nancy Rogers-Fluharty (l) of Pace Target Brokers smiles for a photo with Christine Hixon of Safeway Eastern.



Brian Haley (c) of Burriss Retail Logistics is joined here by Len Amoroso (l) and Jesse Amoroso, both with Amoroso Baking Co.



Rich Durante (l) of The Fresh Market is joined in this photo by Mitch DeMatteo of Inspired Foods.



Attending the show from Taylor Farms are (l-r) Angie Parman, Jessica Tulgestka, Michele Williams, Lon Fulghom and Priscilla Jackson.



This trio comprises Steve DelBonis (l), Bill Chiodo (c) and Enzo Dentico, all with Affinity Retail Group.



Enrico Piraino (r) of DePalò Foods is joined here by (l-r) Dan McShain, Ron Benjamin and Ted Kopp, all with Star Companies.



These folks from Vincent Giordano Corp. are Jay Simmons (l), Justine Giordano (c) and Gary Leesman.

# ORIGINALS

TRADITIONAL  FAMILY RECIPES

## Organic

# STATE OF MIND

SERVICE DELI MEATS • PRE-SLICED DELI MEATS & CHEESES • CHICKEN SAUSAGES • SNACKS

**NEW!**

**USDA  
ORGANIC**



(215) 831-9000 • (800) 333-1974 • SALES@DIETZANDWATSON.COM • DIETZANDWATSON.COM • DIETZ & WATSON INC. 5701 TACONY ST., PHILA., PA 19135

## Baltimore-Washington Market Leaders:

Led By Walmart, CVS, Alts. Share Grows But \$28.4B B-W Remains Solidly Controlled By Supers

- Alts. Now Control 29.58% Of Mkt.
- Safeway Rebounds As IDs Improve
- Walmart Retains 3rd Ranking
- Drug Chains Grab 9.49% In B-W
- Aldi Adds 8, Cracks Top 20

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Giant Food	150	\$4,941.75	17.42%	155	\$5,052.12	18.07%
2	Safeway	110	\$2,387.39	8.42%	112	\$2,421.57	8.66%
3	Walmart (SuperCenter)	63	\$1,755.50	6.19%	63	\$1,735.20	6.21%
4	CVS+	333	\$1,654.00	5.83%	328	\$1,611.50	5.76%
5	International Markets	113	\$1,517.40	5.35%	107	\$1,430.60	5.12%
6	Harris Teeter	50	\$1,436.80	5.07%	49	\$1,386.80	4.96%
7	Wegmans	16	\$1,347.90	4.75%	15	\$1,211.80	4.33%
8	7-Eleven	697	\$1,241.50	4.38%	698	\$1,191.90	4.26%
9	Costco	22	\$1,221.70	4.31%	21	\$1,144.30	4.09%
10	Shoppers	43	\$1,193.70	4.21%	51	\$1,451.20	5.19%
11	Target	61	\$952.80	3.36%	61	\$935.20	3.35%
12	Whole Foods	24	\$870.90	3.07%	23	\$830.30	2.97%
13	Weis Markets	54	\$742.19	2.62%	54	\$749.17	2.68%
14	Food Lion	54	\$582.80	2.05%	54	\$589.60	2.11%
15	Walgreens	105	\$566.10	2.00%	99	\$532.40	1.90%
16	BJ's Wholesale Club	16	\$524.10	1.85%	16	\$533.20	1.91%
17	Rite Aid	133	\$471.50	1.66%	165	\$587.20	2.10%
18	Trader Joe's	21	\$467.00	1.65%	20	\$443.40	1.59%
19	Aldi	63	\$448.90	1.58%	55	\$359.80	1.29%
20	ShopRite (Klein/Collins/Village/PR)	18	\$445.60	1.57%	19	\$446.60	1.60%
<b>Total</b>		<b>2,146</b>	<b>\$24,769.53</b>	<b>87.34%</b>	<b>2,165</b>	<b>\$24,643.86</b>	<b>87.28%</b>

The chart above lists the top 20 retailers in the Baltimore-Washington market which sell groceries, HBC, drugs, general merchandise and tobacco products. Volumes listed include 100% of store sales for supermarkets, c-stores and drug chains. Sales for club stores, Kmart, Target and Wal-Mart are extrapolated to include comparable categories, as explained in the formula on page 77. Petroleum sales are not included. Counties/cities included are: Washington, DC; Anne Arundel, Baltimore City, Baltimore, Calvert, Carroll, Charles, Frederick, Harford, Howard, Montgomery, Prince George's and Queen Anne's in MD; Arlington, Clarke, Culpeper, Fairfax, Fauquier, King George, Loudoun, Prince William, Spotsylvania, Stafford and Warren as well as the independent cities of Alexandria, Fairfax, Falls Church and Fredericksburg in VA. ( ) Indicates another banner used by the company. \*Stand-alone CVS and in-Target pharmacies. **Total food sales for the area are: \$28.36 billion.** Source: Food World, June 2019

**STUFFED with**  
**THE STUFF YOU LOVE**

**Ready, Set, GRILL!** We're heating up sales all summer with a campaign adding pierogies to "must-have" grilling menus everywhere, so be prepared — they're gonna be hot!

**Don't miss out on the Sales & Profits You Love - Stock up on Mrs. T's® Pierogies today!**

©2019 ateco, inc.

**Mrs. T's Pierogies**

**INTEGRATED MARKETING CAMPAIGN**  
Reaching Consumers:  
• At Home • In-Store • On-the-Go

**360° APPROACH**

Shopper Marketing, Digital, Radio, Promotional, Social Media

[mrstspierogies.com](http://mrstspierogies.com)



AFFINITYGROUP  
RETAIL

TALENT | EXECUTION | RESULTS



**AFFINITY GROUP IS PROUD TO ANNOUNCE THE  
ACQUISITION OF MATRIX SALES & JON MORRIS COMPANY.**

Affinity Group is a North American food sales & marketing agency committed to providing superior service and outstanding execution through sales analytics and comprehensive planning to drive results. Operating in a collaborative environment, the Affinity Group shares our strengths, expertise, and resources to benefit our clients, customers, and our organization. We are focused on the retail fresh food channels, helping our customers and clients succeed with highly engaged leaders and tenured top sales and culinary talent in North America.

Connect with us at [bchiodo@affinitygroupretail.com](mailto:bchiodo@affinitygroupretail.com)

# IN REVIEW: HARRIS TEETER

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
DC	Washington	4	\$166.70	\$2,048.30	8.14%	4	\$163.70	8.82%
<b>DC Recap: 4 stores with sales of \$166.7 million. Total retail food sales for DC in the study: \$2.05 billion. Harris Teeter share of DC is 8.14%.</b>								
DE	Sussex	2	\$34.90	\$822.30	4.24%	2	\$34.70	4.29%
<b>DE Recap: 2 stores with sales of \$34.9 million. Total retail food sales for DE in the study: \$1.29 billion. Harris Teeter share of DE is 2.72%.</b>								
MD	Anne Arundel	1	\$31.40	\$2,073.40	1.51%	1	\$30.80	1.48%
MD	Baltimore City	2	\$67.80	\$1,367.50	4.96%	2	\$67.50	4.82%
MD	Calvert	1	\$18.20	\$335.20	5.43%	0	\$0.00	0.00%
MD	Howard	3	\$94.00	\$1,040.60	9.03%	3	\$92.10	9.00%
MD	Montgomery	7	\$155.80	\$3,226.30	4.83%	7	\$153.90	4.82%
MD	Prince George's	2	\$33.60	\$2,857.40	1.18%	2	\$33.30	1.17%
MD	St. Mary's	1	\$23.20	\$353.20	6.57%	1	\$23.10	6.21%
MD	Talbot	1	\$22.80	\$192.10	11.87%	1	\$22.70	11.74%
<b>MD Recap: 18 stores with sales of \$446.8 million. Total retail food sales for MD in the study: \$18.54 billion. Harris Teeter share of MD is 2.41%.</b>								
VA	Albemarle	3	\$64.70	\$566.10	11.43%	3	\$61.20	11.02%
VA	Arlington	5	\$184.60	\$793.20	23.27%	5	\$180.40	23.47%
VA	Chesapeake City	2	\$43.60	\$741.60	5.88%	2	\$43.70	5.63%
VA	Fairfax	9	\$294.50	\$4,669.80	6.31%	9	\$284.20	6.03%
VA	Fauquier	1	\$16.90	\$155.70	10.85%	1	\$16.90	10.52%
VA	Hampton/Newport News	2	\$35.30	\$1,011.60	3.49%	1	\$18.50	1.78%
VA	James City	3	\$87.40	\$369.20	23.67%	2	\$60.90	15.39%
VA	Loudoun	10	\$239.50	\$1,306.50	18.33%	10	\$231.60	17.91%
VA	Norfolk City	3	\$58.30	\$719.10	8.11%	2	\$45.10	6.10%
VA	Portsmouth City	1	\$20.90	\$271.20	7.71%	1	\$20.80	7.54%
VA	Prince William	5	\$133.80	\$1,688.00	7.93%	5	\$132.40	8.29%
VA	Suffolk City	1	\$24.10	\$261.20	9.23%	1	\$23.90	9.19%
VA	Virginia Beach	9	\$183.70	\$1,484.30	12.38%	6	\$133.80	8.49%

**VA Recap: 54 stores with sales of \$1.39 billion. Total retail food sales for VA in the study: \$20.81 billion. Harris Teeter share of VA is 6.67%.**

**Mid-Atlantic Recap: 78 stores with sales of \$2.04 billion annually. Mid-Atlantic retail food sales total: \$48.49 billion.**

**Harris Teeter Per Store Average: \$26.1 million**

Source: *Food World*, June 2019

**NAFCO**

**Seafood is our business.  
Service is our passion.**

- Distributing to retailers throughout the Northeast & Mid-Atlantic
- Full Line Fresh and Frozen Seafood
- Custom Processing and Packing

**www.nafcofish.com • 800-394-6694**

**BALTIMORE CLAM & OYSTER CO.**

**NORTH ATLANTIC FISH COMPANY**

**BALTIMORE CRAB COMPANY**



## Chincoteague Shellfish Farms, Inc

7564 East Side Road • Chincoteague, VA 23336 • Phone: (757) 336-1985

Proudly Distributed by

NAFCO • Maryland Wholesale Seafood Market • Phone: (410) 799-7655

# IN REVIEW: GIANT FOOD

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
DC	Washington	7	\$264.42	\$2,048.30	12.91%	7	\$257.83	13.89%
<b>DC Recap: 7 stores with sales of \$264.4 million. Total retail food sales for DC in the study: \$2.05 billion. Giant Food share of DC is 12.91%.</b>								
DE	Sussex	3	\$134.93	\$822.30	16.41%	3	\$130.22	16.10%
<b>DE Recap: 3 stores with sales of \$134.93 million. Total retail food sales for DE in the study: \$1.29 billion. Giant Food share of DE is 10.5%.</b>								
MD	Anne Arundel	8	\$321.57	\$2,073.40	15.51%	9	\$344.52	16.59%
MD	Baltimore City	7	\$235.67	\$1,367.50	17.23%	7	\$234.75	16.76%
MD	Baltimore County	14	\$461.72	\$2,841.20	16.25%	15	\$487.16	17.55%
MD	Calvert	3	\$123.86	\$335.20	36.95%	3	\$131.03	42.51%
MD	Carroll	1	\$30.93	\$583.20	5.30%	1	\$31.18	5.20%
MD	Charles	2	\$63.05	\$463.20	13.61%	2	\$62.85	13.10%
MD	Frederick	3	\$95.67	\$790.30	12.11%	3	\$97.87	12.57%
MD	Harford	2	\$64.55	\$876.90	7.36%	2	\$67.10	7.74%
MD	Howard	7	\$256.29	\$1,040.60	24.63%	7	\$260.07	25.40%
MD	Montgomery	27	\$910.62	\$3,226.30	28.22%	27	\$907.11	28.42%
MD	Prince George's	17	\$503.60	\$2,857.40	17.62%	17	\$501.82	17.63%
MD	St. Mary's	1	\$28.50	\$353.20	8.07%	1	\$35.55	9.56%
MD	Talbot	1	\$30.81	\$192.10	16.04%	1	\$31.41	16.24%
<b>MD Recap: 93 stores with sales of \$3.13 billion. Total retail food sales for MD in the study: \$18.54 billion. Giant Food share of MD is 16.87%.</b>								
VA	Albemarle	1	\$32.44	\$566.10	5.73%	1	\$33.08	5.95%
VA	Arlington	4	\$109.87	\$793.20	13.85%	4	\$110.29	14.35%
VA	Fairfax	26	\$905.40	\$4,669.80	19.39%	29	\$954.82	20.26%
VA	Fauquier	1	\$28.49	\$155.70	18.30%	1	\$29.57	18.41%
VA	Loudoun	9	\$235.59	\$1,306.50	18.03%	9	\$237.30	18.35%
VA	Prince William	7	\$174.42	\$1,688.00	10.33%	7	\$176.47	11.06%
VA	Spotsylvania	2	\$67.86	\$682.30	9.95%	2	\$71.77	10.83%
VA	Stafford	3	\$88.17	\$344.90	25.56%	3	\$88.61	25.70%
<b>VA Recap: 53 stores with sales of \$1.64 billion. Total retail food sales for VA in the study: \$20.81 billion. Giant Food share of VA is 7.89%.</b>								

**Mid-Atlantic Recap: 156 stores with sales of \$5.17 billion annually. Mid-Atlantic retail food sales total: \$48.49 billion.**

**Giant Food Per Store Average: \$33.1 million**

Source: *Food World*, June 2019

**Crest Hill Bakery**  
**Hand-Crafted Artisan Breads & Rolls**  
**301-937-3450 • www.cresthillbakery.com**  
**Proudly represented by Silberstein Associates**



## Innovations in Fresh Cut & Produce



**LANCASTER**

*Best Quality, Fastest Service*

***Serving the Eastern Seaboard Region***

- Full-line Conventional Produce
- Full-line Specialty/Ethnic Produce
- Full-line Organic Produce
- Fresh Cut Program
- Forward Distribution
- Private Label
- Full-line Salad Processor
- Locally Grown

**800.247.8125 • [www.lancasterfoods.com](http://www.lancasterfoods.com)**

***Lancaster Foods, LLC***

**7700 Conowingo Avenue P.O. Box 1158, Jessup, MD 20794**

# The Coastal Companies Acquires Distributor Hearn Kirkwood

Laurel, MD-based The Coastal Companies, one of the Mid-Atlantic's leading regional produce distributors and processor of fresh fruits and vegetables, announced on May 21 that it has acquired Hearn Kirkwood – a company with a strong history in food distribution and processing, and best known for its extensive line of innovative prepared foods.

“We are excited to have Hearn Kirkwood join our family of companies,” said John Corso, CEO of The Coastal Companies. “The addition of Hearn Kirkwood greatly enhances our portfolio of prepared and ready to eat products and enables us to enter new and exciting markets.” With the Hearn Kirkwood acquisition, The Coastal Companies expands its capabilities and diversifies its product offering, adding grab-and-go items such as sandwiches, wraps, salads, and snack trays all designed to meet consumer demand for food that is fresh, healthy and convenient.

Hearn Kirkwood will join Coastal Sunbelt Produce and East

Coast Fresh as subsidiaries of The Coastal Companies. Each will have its own focus. Hearn Kirkwood will continue to specialize in a grab-and-go, ready to eat, prepared foods. Coastal Sunbelt Produce will continue as a leading Mid-Atlantic perishables distributor. East Coast Fresh will continue to focus on fresh cut produce, salsas, organics.

In conjunction with the acquisition, Coastal Sunbelt Produce will also join the Pro\*Act network and will step into Hearn Kirkwood's role as the regional Pro\*Act distributor for Maryland, DC, and Northern Virginia.

For John Reichlin, president of Hearn Kirkwood, becoming a part of The Coastal Companies means opportunity. “We are excited to be joining The Coastal Companies,” stated Reichlin. “Our strength lies in producing and crafting innovative food products. The Coastal Companies' network is extensive. Joining Coastal will enable us to accelerate our growth.” Post close, Reichlin will remain president of Hearn Kirkwood and will report

to Corso. Operationally, Hearn Kirkwood will remain based at its current “value added” facility in Jessup, MD where The Coastal Companies will continue to invest capital and support growth.

Hearn Kirkwood will continue to produce its grab-and-go line and serve its specialty pre-cut produce customers from the Jessup facility. Operations at the Hearn Kirkwood distribution center in Hanover, MD will be phased out and consolidated into The Coastal Companies facility in nearby Laurel.

During this transition, The Coastal Companies plans to absorb the majority of the Hearn Kirkwood team. The integration of the facility will take place over several months in a planned transition designed to minimize any impact to customers.

“The Coastal Companies has grown because we take care of our customers, we take care of our people and we invest in our business,” noted Corso. He added, “Hearn Kirkwood is a strong complement to our existing busi-

nesses and a great strategic fit for our organization. We look forward to investing in John and the team at Hearn Kirkwood as they continue to create great products to meet the needs of their customers.”

The Coastal Companies was founded in 1992. Through a fleet of 200 trucks, The Coastal Companies delivers daily to foodservice customers and major retailers along the East Coast. In 2014, The Coastal Companies Foundation was formed to further structure The Coastal Companies' history of giving. With a commitment to food safety, quality, service, sustainability, and staff development, The Coastal Companies has established itself as an industry leader.

Hearn Kirkwood was founded in 1946, and has history as a supplier of perishable products, cut produce, prepared foods and grab-and-go products. Its customers include grocery stores, retailers, institutions, restaurants, hotels, hospitals, schools and convention centers.

## Who knows?

Is your next event listed in the Mid-Atlantic food market's number one calendar of events?

**Let us know, we'll let our readers know.**

We'll publish your special event listing in the Trade Calendar of Events.

**Contact Terri Maloney, Editor**  
410-730-5013 or  
terri@  
foodtradenews.com



**“Not just any old scrapple.”**

**Try these these new product ideas with your favorite Rapa scrapple variety!**



Scrapple Fries



Scrapple Waffles



Scrapple Bites



For additional product information contact Rapa office at 800-338-4727 or John Curtis, Sales Manager (484)680-4742 • [johnc@rapascrapple.com](mailto:johnc@rapascrapple.com)  
[www.rapascrapple.com](http://www.rapascrapple.com)





# GODSHALL'S ARJUN BUTCHER GENUINE SMOKEHOUSE

**10g**  
PROTEIN  
PER SERVING



## As Natural As The Places You'll Take It.

Godshall's Quality Meats, Inc. • 675 Mill Road, Telford, PA 18969 • 215-256-8867 • godshalls.com •

# IN REVIEW: WALMART

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
DC	Washington (SuperCenter)	3	\$96.20	\$2,048.30	4.70%	3	\$93.60	5.04%
<b>DC Recap: 3 stores with sales of \$96.2 million. Total retail food sales for DC in the study: \$2.05 billion. Walmart share of DC is 4.7%.</b>								
DE	Kent (SuperCenter)	2	\$55.40	\$462.80	11.97%	2	\$54.90	11.82%
DE	Sussex (SuperCenter)	4	\$114.70	\$822.30	13.95%	4	\$111.40	13.78%
<b>DE Recap: 6 stores with sales of \$170.1 million. Total retail food sales for DE in the study: \$1.29 billion. Walmart share of DE is 13.24%.</b>								
MD	Anne Arundel (SuperCenter)	4	\$124.20	\$2,073.40	5.99%	4	\$120.20	5.79%
MD	Baltimore County (SuperCenter)	10	\$295.30	\$2,841.20	10.39%	10	\$288.50	10.39%
MD	Calvert	2	\$52.70	\$335.20	15.72%	2	\$56.30	18.27%
MD	Caroline (SuperCenter)	1	\$34.80	\$70.70	49.22%	1	\$34.20	50.07%
MD	Carroll (SuperCenter)	4	\$96.10	\$583.20	16.48%	4	\$93.90	15.66%
MD	Cecil (SuperCenter)	2	\$51.90	\$242.60	21.39%	2	\$51.70	21.42%
MD	Charles	2	\$36.10	\$463.20	7.79%	2	\$35.90	7.48%
MD	Dorchester (SuperCenter)	1	\$22.70	\$58.10	39.07%	1	\$22.40	38.89%
MD	Frederick (SuperCenter)	2	\$91.80	\$790.30	11.62%	2	\$93.10	11.95%
MD	Harford (SuperCenter)	3	\$79.90	\$876.90	9.11%	3	\$79.40	9.16%
MD	Howard (SuperCenter)	2	\$63.40	\$1,040.60	6.09%	2	\$62.90	6.14%
MD	Montgomery (SuperCenter)	1	\$31.10	\$3,226.30	0.96%	1	\$31.70	0.99%
MD	Prince George's (SuperCenter)	4	\$69.90	\$2,857.40	2.45%	4	\$69.60	2.45%
MD	St. Mary's (SuperCenter)	1	\$47.20	\$353.20	13.36%	1	\$46.70	12.56%
MD	Talbot	1	\$19.60	\$192.10	10.20%	1	\$19.40	10.03%
MD	Washington (SuperCenter)	2	\$93.60	\$451.30	20.74%	2	\$90.60	19.30%
MD	Wicomico (SuperCenter)	2	\$64.80	\$259.10	25.01%	2	\$66.30	26.14%
MD	Worcester (SuperCenter)	2	\$65.80	\$204.80	32.13%	2	\$65.10	32.57%
<b>MD Recap: 46 stores with sales of \$1.34 billion. Total retail food sales for MD in the study: \$18.54 billion. Walmart share of MD is 7.23%.</b>								
PA	Adams	1	\$18.30	\$181.90	10.06%	1	\$18.00	10.24%
PA	Cumberland (SuperCenter)	4	\$100.70	\$994.20	10.13%	4	\$98.20	10.07%
PA	Dauphin (SuperCenter)	2	\$70.50	\$941.90	7.48%	2	\$71.30	7.80%
PA	Franklin (SuperCenter)	2	\$71.40	\$396.20	18.02%	2	\$71.20	17.17%
PA	Lancaster (SuperCenter)	3	\$113.70	\$1,473.50	7.72%	3	\$120.60	8.44%
PA	Lebanon (SuperCenter)	2	\$75.10	\$366.10	20.51%	2	\$74.20	20.21%
PA	York (SuperCenter)	6	\$179.80	\$1,369.80	13.13%	6	\$176.20	12.94%
<b>PA Recap: 20 stores with sales of \$629.5 million. Total retail food sales for PA in the study: \$5.82 billion. Walmart share of PA is 10.82%.</b>								
VA	Accomack (SuperCenter)	1	\$28.90	\$83.80	34.49%	1	\$28.60	35.66%
VA	Albemarle (SuperCenter)	1	\$33.40	\$566.10	5.90%	1	\$31.20	5.62%
VA	Chesapeake City (SuperCenter)	6	\$140.30	\$741.60	18.92%	6	\$136.20	17.55%
VA	Chesterfield (SuperCenter)	6	\$208.30	\$1,256.00	16.58%	7	\$211.60	16.59%
VA	Culpeper (SuperCenter)	1	\$27.80	\$141.60	19.63%	1	\$27.10	18.78%
VA	Dinwiddie (SuperCenter)	1	\$35.80	\$122.10	29.32%	1	\$35.20	27.83%
VA	Essex (SuperCenter)	1	\$34.60	\$54.30	63.72%	1	\$34.10	63.38%
VA	Fairfax (SuperCenter)	8	\$200.40	\$4,669.80	4.29%	8	\$196.70	4.17%
VA	Fauquier	1	\$33.10	\$155.70	21.26%	1	\$32.80	20.42%
VA	Frederick (SuperCenter)	3	\$121.60	\$429.60	28.31%	3	\$117.50	25.56%
VA	Gloucester (SuperCenter)	1	\$30.80	\$110.90	27.77%	1	\$29.70	30.28%
VA	Hampton/Newport News (SC/Neighborhood Mkt)	5	\$130.90	\$1,011.60	12.94%	5	\$132.60	12.73%
VA	Hanover (SC/Neighborhood Mkt)	3	\$90.10	\$408.90	22.03%	3	\$88.20	22.31%
VA	Henrico (SC/Neighborhood Mkt)	8	\$248.30	\$1,643.50	15.11%	8	\$237.20	14.64%
VA	James City (SC/Neighborhood Mkt)	2	\$64.70	\$369.20	17.52%	2	\$63.40	16.02%

# IN REVIEW: WALMART

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
VA	King George (SuperCenter)	1	\$30.10	\$83.10	36.22%	1	\$29.60	35.97%
VA	Lancaster (SuperCenter)	1	\$29.60	\$77.20	38.34%	1	\$29.10	43.56%
VA	Loudoun (SuperCenter)	3	\$103.60	\$1,306.50	7.93%	3	\$101.30	7.83%
VA	Norfolk City (SC/Neighborhood Mkt)	4	\$134.60	\$719.10	18.72%	4	\$131.40	17.78%
VA	Nottoway (SuperCenter)	1	\$30.40	\$35.70	85.15%	1	\$30.10	82.02%
VA	Orange (SuperCenter)	2	\$56.60	\$105.60	53.60%	2	\$55.90	54.17%
VA	Page (SuperCenter)	1	\$33.70	\$62.30	54.09%	1	\$33.40	53.87%
VA	Portsmouth City (SuperCenter)	1	\$27.50	\$271.20	10.14%	1	\$26.90	9.75%
VA	Powhatan	1	\$33.10	\$65.30	50.69%	1	\$32.60	50.23%
VA	Prince William (SuperCenter)	5	\$100.60	\$1,688.00	5.96%	5	\$100.80	6.31%
VA	Shenandoah (SuperCenter)	1	\$31.80	\$102.70	30.96%	1	\$31.60	30.71%
VA	Southampton (SuperCenter)	1	\$36.80	\$81.40	45.21%	1	\$36.20	37.83%
VA	Spotsylvania (SuperCenter)	4	\$137.30	\$682.30	20.12%	4	\$138.40	20.89%
VA	Stafford (SuperCenter)	2	\$50.20	\$344.90	14.55%	2	\$48.10	13.95%
VA	Suffolk City (SuperCenter)	2	\$63.90	\$261.20	24.46%	2	\$63.50	24.40%
VA	Virginia Beach (SC/Neighborhood Mkt)	8	\$216.90	\$1,484.30	14.61%	8	\$222.50	14.12%
VA	Warren (SuperCenter)	1	\$35.70	\$134.70	26.50%	1	\$35.30	24.81%
VA	York (SuperCenter)	1	\$34.40	\$161.80	21.26%	1	\$34.10	21.55%

**VA Recap: 88 stores with sales of \$2.62 billion. Total retail food sales for VA in the study: \$20.81 billion. Walmart share of VA is 12.57%.**

**Mid-Atlantic Recap: 163 stores with sales of \$4.85 billion annually. Mid-Atlantic retail food sales total: \$48.49 billion.**

**Walmart Per Store Average: \$29.8 million**

( ) Name in parentheses indicates another banner used by the company.

Source: *Food World*, June 2019

## 4 new ways to help your customers understand Italian.



**[AmorosoBaking.com](http://AmorosoBaking.com)**

TO PLACE AN ORDER EMAIL CUSTOMER SERVICE: [ORDERS@151FOODS.COM](mailto:ORDERS@151FOODS.COM) OR CALL 856.754.7820

## FOOD WORLD'S LEADING INDEPENDENTS: 2019

An independent is defined as any retailer that operates fewer than 18 stores.

Rank	Company	2019 Supermarkets	2019 (in millions)	2018 Supermarkets	2018 (in millions)	Headquarters	Primary Supplier
1	B. Green (Food Depot/Green Valley/Shoppers Value)	11	\$194.00	10	\$185.80	Baltimore, MD	UNFI
2	Karns Prime & Fancy Foods	8	\$137.25	8	\$135.25	Mechanicsburg, PA	UNFI
3	Graul's	6	\$59.90	6	\$59.90	Baltimore, MD	UNFI
4	Kennie's Markets	5	\$57.70	5	\$58.40	Littlestown, PA	Bozzuto's
5	Balducci's	4	\$56.10	3	\$44.10	Rockville, MD	Wakefern
6	Streets Market	7	\$49.90	0	\$0.00	Washington, DC	Direct
7	McKay's Food & Drug	3	\$46.50	3	\$46.90	Hollywood, MD	MDI
8	Eddie's of Roland Park	2	\$34.00	2	\$33.50	Baltimore, MD	Bozzuto's
9	Lauer's	2	\$32.80	2	\$32.90	Pasadena, MD	C&S
10	Sharp Shopper	3	\$29.80	0	\$0.00	Ephrata, PA	Direct
11	Tri-State Co-Op	4	\$28.40	4	\$28.44	Lindenwold, NJ	UNFI
12	Roots Markets	2	\$20.60	0	\$0.00	Clarksville, MD	Direct
13	Geresbeck's Food Market	2	\$17.10	3	\$21.90	Baltimore, MD	C&S
14	Boyer's Markets	1	\$9.36	1	\$9.36	Orwigsburg, PA	UNFI
<b>GRAND TOTAL</b>		<b>90</b>	<b>\$1,077.07</b>	<b>72</b>	<b>\$918.25</b>		

( ) Name in parentheses indicates another banner used by the company.

Source: *Food World*, June 2019

**Ginsburg Rye Bread's been diagnosed with multiple personalities.  
And your customers will be crazy about every one of them.**



CALL 856.754.7820 FOR SALES AND SERVICE! - 151Foods.com

TRY OUR CAGE FREE  
AND CAGE FREE ORGANIC  
EGGS TODAY!



Our cage free and organic hens are fed

- ✓ All Vegetarian Diet
- ✓ No Antibiotics
- ✓ No Animal By-products
- ✓ No Growth Hormones\*

\*No hormones are used in the production of shell eggs.

KREIDER FARMS  
1461 LANCASTER ROAD  
MANHEIM, PA 17545  
888-665-4415  
WWW.KREIDERFARMS.COM

EXPLORE A  
**REAL**  
DAIRY FARM



**VOTED BEST OF THE BEST**  
BY AMERICAN BUS ASSOCIATION



FOR BOOKINGS PLEASE CONTACT  
717.665.5039  
FARMTOUR@KREIDERFARMS.COM

SPACE IS LIMITED. RESERVATIONS NEED TO  
BE MADE AT LEAST 3 DAYS IN ADVANCE.

KREIDER FARMS • WWW.KREIDERFARMS.COM


**\$2.00 OFF** or **10% OFF**  
**GROUP TOUR PER PERSON**  
USE CODE: COWS

**10% OFF**  
**CAR TOUR**  
USE CODE: CAR

Limit one coupon per transaction. Void if reproduced. Redeemable on one (1) Farm Tour at Kreider Farms. Reservations MUST be made in advance through our website, by emailing farmtour@kreiderfarms.com or by calling 717.665.5039. Farm tours start and finish from our Welcome Center in the Kreider Commons at 1461 Lancaster Road, Manheim, PA 17545. Cannot be combined with any other offer. **EXPIRES 10/31/19**

# MARYLAND COUNTY SHARE OF MARKET: 2019

Total sales for those Maryland counties included in this study are \$18.54 billion

Rank	Company	Stores	Sales (in millions)	% of Market
 <b>ANNE ARUNDEL COUNTY (\$2.07 billion)</b> (Includes Annapolis, Brooklyn Park, Glen Burnie, Linthicum) <ul style="list-style-type: none"> <li>Population ..... 573,235</li> <li># of households ..... 205,395</li> <li>Median income ..... \$94,502</li> <li>Under age 18 ..... 22.2%</li> <li>Over age 65 ..... 14.4%</li> <li>Female ..... 50.4%</li> <li>White ..... 68.3%</li> <li>Black ..... 17.5%</li> <li>Hispanic ..... 7.9%</li> <li>Asian ..... 4.1%</li> </ul>				
1	Giant Food	8	\$321.57	15.51%
2	Safeway	8	\$192.36	9.28%
3	Shoppers	6	\$179.60	8.66%
4	Walmart (SuperCenter)	4	\$124.20	5.99%
5	CVS+	24	\$116.60	5.62%
6	Costco	2	\$93.80	4.52%
7	Sam's Club	3	\$90.40	4.36%
8	Target	5	\$78.30	3.78%
9	Wegmans	1	\$77.20	3.72%
10	Military Commissaries	2	\$76.22	3.68%
11	Food Lion	6	\$68.50	3.30%
12	7-Eleven	37	\$57.10	2.75%
13	C&S Independents	8	\$47.28	2.28%
14	Whole Foods	1	\$45.30	2.18%
15	Rite Aid	15	\$43.50	2.10%
16	Wawa	8	\$42.74	2.06%
17	ShopRite (Collins)	1	\$37.80	1.82%
18	BJ's Wholesale Club	1	\$35.50	1.71%
19	Weis Markets	3	\$34.82	1.68%
20	Lauer's	2	\$32.80	1.58%
21	Harris Teeter	1	\$31.40	1.51%
22	Royal Farm Stores	18	\$31.20	1.50%
23	International Markets	2	\$28.10	1.36%
24	Aldi	3	\$24.60	1.19%
25	Walgreens	6	\$21.80	1.05%
26	Graul's	2	\$18.70	0.90%
27	B. Green (Green Valley)	1	\$18.00	0.87%
28	Dash-In	10	\$16.90	0.82%
29	Trader Joe's	1	\$16.70	0.81%
30	Fresh Market	1	\$14.70	0.71%
31	Great Valu	2	\$14.70	0.71%
32	High's/Baltimore	6	\$9.00	0.43%
33	Kmart	1	\$8.20	0.40%
34	Save-A-Lot	1	\$5.20	0.25%
35	Geresbeck's Food Market	1	\$5.00	0.24%
		<b>201</b>	<b>\$2,059.79</b>	<b>99.34%</b>



## BALTIMORE CITY (\$1.4 billion)

- Population ..... 611,648
- # of households ..... 239,791
- Median income ..... \$46,641
- Under age 18 ..... 20.7%
- Over age 65 ..... 13.6%
- Female ..... 53.0%
- White ..... 27.7%
- Black ..... 63.0%
- Hispanic ..... 5.3%
- Asian ..... 2.8%

1	Giant Food	7	\$235.67	17.23%
2	B. Green (Food Depot)	5	\$120.00	8.78%
3	Rite Aid	25	\$101.10	7.39%
4	7-Eleven	54	\$98.40	7.20%
5	Save-A-Lot	9	\$86.80	6.35%
6	CVS+	16	\$82.80	6.05%
7	Shoppers	4	\$70.40	5.15%
8	Safeway	3	\$69.01	5.05%
9	Harris Teeter	2	\$67.80	4.96%
10	Walgreens	11	\$63.80	4.67%
11	Whole Foods	2	\$60.80	4.45%
12	ShopRite (Klein/Village/PR)	2	\$45.60	3.33%
13	International Markets	6	\$41.60	3.04%
14	Royal Farm Stores	20	\$32.40	2.37%
15	BJ's Wholesale Club	1	\$30.80	2.25%
16	Aldi	4	\$22.70	1.66%
17	Target	1	\$17.50	1.28%
18	MOM's Organic Market	1	\$13.60	0.99%
19	Eddie's of Roland Park	1	\$9.60	0.70%
20	Wawa	2	\$9.07	0.66%
21	Streets Market	1	\$6.30	0.46%
22	Great Valu	1	\$6.00	0.44%
23	C&S Independents	3	\$2.50	0.18%
24	Dash-In	1	\$2.20	0.16%
25	Circle K	1	\$1.60	0.12%
		<b>183</b>	<b>\$1,298.05</b>	<b>94.92%</b>



## BALTIMORE COUNTY (\$2.8 billion)

(Includes Catonsville, Dundalk, Randallstown, Reisterstown)

- Population ..... 832,468
- # of households ..... 312,859
- Median income ..... \$71,810
- Under age 18 ..... 21.6%
- Over age 65 ..... 16.8%
- Female ..... 52.6%
- White ..... 57.2%
- Black ..... 29.2%
- Hispanic ..... 5.5%
- Asian ..... 6.4%

1	Giant Food	14	\$461.72	16.25%
2	Walmart (SuperCenter)	10	\$295.30	10.39%
3	Weis Markets	12	\$216.43	7.62%
4	Sam's Club	3	\$164.10	5.78%
5	Wegmans	2	\$148.70	5.23%

See MARYLAND COUNTY SHARE on page 42

# CUSTOM SOLUTIONS FOR INDEPENDENTS



800.422.8384  
www.fsproduce.com



## LOOKING FOR A RELIABLE PRODUCE SUPPLY PARTNER TO SERVE YOU THE WAY YOU SERVE YOUR COMMUNITY?

Merchandising, delivery, ad programs, plus all the fresh organic, conventional, and local produce you need to differentiate and thrive.

Contact Ginny Williams or Wayne Hendrickson to learn more.

# MARYLAND COUNTY SHARE OF MARKET: 2019

Continued from page 40

6	Shoppers	5	\$124.60	4.39%
7	Safeway	6	\$114.01	4.01%
8	7-Eleven	55	\$105.80	3.72%
9	CVS+	20	\$101.90	3.59%
10	Costco	2	\$100.60	3.54%
11	International Markets	7	\$99.60	3.51%
12	Walgreens	17	\$98.70	3.47%
13	ShopRite	5	\$95.70	3.37%
14	Target	6	\$82.10	2.89%
15	Rite Aid	18	\$79.20	2.79%
16	Royal Farm Stores	39	\$73.10	2.57%
17	Aldi	11	\$72.70	2.56%
18	BJ's Wholesale Club	2	\$61.70	2.17%
19	Food Lion	6	\$53.10	1.87%
20	C&S Independents	4	\$35.88	1.26%
21	Graul's	3	\$31.80	1.12%
22	Wawa	6	\$31.46	1.11%
23	Trader Joe's	2	\$30.40	1.07%
24	MOM's Organic Market	2	\$26.80	0.94%
25	Eddie's of Roland Park	1	\$24.40	0.86%
26	Fresh Market	2	\$22.60	0.80%
27	Redner's Markets	1	\$21.30	0.75%
28	Sprouts	1	\$17.70	0.62%
29	B. Green (Green Valley)	1	\$12.50	0.44%
30	Save-A-Lot	3	\$12.30	0.43%
31	Geresbeck's Food Market	1	\$12.10	0.43%
32	High's/Baltimore	6	\$8.20	0.29%
33	Circle K	2	\$4.30	0.15%
34	Dash-In	2	\$4.20	0.15%
		<b>277</b>	<b>\$2,845.00</b>	<b>100.13%*</b>

5	Harris Teeter	1	\$18.20	5.43%
6	Wawa	2	\$15.67	4.67%
7	7-Eleven	7	\$12.90	3.85%
8	CVS	3	\$12.70	3.79%
9	Walgreens	1	\$5.30	1.58%
10	Rite Aid	1	\$4.00	1.19%
11	C&S Independents	1	\$2.33	0.70%
12	Dash-In	1	\$2.00	0.60%
		<b>27</b>	<b>\$333.81</b>	<b>99.59%</b>



## CAROLINE COUNTY (\$70.7 million) (Includes Denton, Federalsburg, Greensboro)

• Population .....	33,193	• Female .....	50.9%
• # of households .....	11,996	• White .....	75.4%
• Median income .....	\$52,469	• Black .....	14.2%
• Under age 18 .....	23.7%	• Hispanic .....	7.5%
• Over age 65 .....	16.0%	• Asian .....	1.2%

1	Walmart (SuperCenter)	1	\$34.80	49.22%
2	Food Lion	2	\$17.60	24.89%
3	Walgreens	1	\$5.10	7.21%
4	Save-A-Lot	1	\$4.50	6.36%
5	Royal Farm Stores	2	\$4.40	6.22%
6	7-Eleven	1	\$1.80	2.55%
7	Fas-Marts	1	\$1.70	2.40%
		<b>9</b>	<b>\$69.90</b>	<b>98.87%</b>



## CARROLL COUNTY (\$583.2 million) (Includes Eldersburg, Manchester, Taneytown, Westminster)

• Population .....	167,781	• Female .....	50.5%
• # of households .....	60,432	• White .....	89.1%
• Median income .....	\$90,510	• Black .....	3.7%
• Under age 18 .....	21.8%	• Hispanic .....	360.0%
• Over age 65 .....	16.4%	• Asian .....	1.9%

1	Walmart (SuperCenter)	4	\$96.10	16.48%
2	Safeway	3	\$85.81	14.71%
3	Weis Markets	5	\$77.52	13.29%
4	Giant/Martin's	1	\$60.10	10.31%
5	Food Lion	3	\$36.50	6.26%
6	BJ's Wholesale Club	1	\$36.10	6.19%
7	Giant Food	1	\$30.93	5.30%
8	CVS+	5	\$24.80	4.25%
9	Shoppers	1	\$19.80	3.40%
10	Rite Aid	6	\$16.90	2.90%
11	High's/Baltimore	8	\$13.40	2.30%
12	Kennie's Markets	1	\$13.00	2.23%
13	7-Eleven	7	\$11.30	1.94%
14	Target	1	\$11.20	1.92%



## CALVERT COUNTY (\$335.2 million) (Includes Dunkirk, Prince Frederick, Solomons)

• Population .....	91,502	• Female .....	50.5%
• # of households .....	31,462	• White .....	78.2%
• Median income .....	\$100,350	• Black .....	13.2%
• Under age 18 .....	23.4%	• Hispanic .....	4.0%
• Over age 65 .....	14.4%	• Asian .....	1.8%

1	Giant Food	3	\$123.86	36.95%
2	Safeway	2	\$53.66	16.01%
3	Walmart	2	\$52.70	15.72%
4	Weis Markets	3	\$30.49	9.10%

See MARYLAND COUNTY SHARE on page 44

SERVICE | PARTS | FINANCE | RENTALS | LEASING | NEW/USED  
COMMERCIAL TRUCKS/ BUSES | BODY SHOP | MOBILE SERVICE

# NEW HEADQUARTERS OPENING SOON!

## AUGUST 2019

**HYATTSVILLE  
HEADQUARTERS**  
5000 TUXEDO ROAD  
HYATTSVILLE MD 20781  
301-772-5100

**LORTON OFFICE**  
10025 RICHMOND HWY  
LORTON VA 22079  
703-550-3613

**GAITHERSBURG OFFICE**  
18970 WOODFIELD RD  
GAITHERSBURG MD 20879  
301-258-7788

**USED TRUCK CENTER**  
6111 SHERIFF RD  
LANDOVER MD 20785  
301-772-4323



[www.knealtbc.com](http://www.knealtbc.com)

# MARYLAND COUNTY SHARE OF MARKET: 2019

Continued from page 42

15	Sheetz	3	\$9.80	1.68%
16	Walgreens	2	\$9.70	1.66%
17	Aldi	1	\$7.30	1.25%
18	Royal Farm Stores	3	\$7.30	1.25%
19	Wawa	1	\$5.40	0.93%
20	C&S Independents	1	\$1.43	0.25%
		<b>58</b>	<b>\$574.39</b>	<b>98.49%</b>

7	Sam's Club	1	\$29.40	6.35%
8	Shoppers	1	\$28.40	6.13%
9	Target	2	\$22.80	4.92%
10	Wawa	3	\$17.74	3.83%
11	7-Eleven	9	\$17.40	3.76%
12	Dash-In	11	\$15.90	3.43%
13	Walgreens	3	\$14.40	3.11%
14	MOM's Organic Market	1	\$11.90	2.57%
15	Weis Markets	1	\$8.57	1.85%
16	Rite Aid	1	\$3.80	0.82%
17	C&S Independents	2	\$1.28	0.28%
		<b>54</b>	<b>\$457.19</b>	<b>98.70%</b>



## CECIL COUNTY (\$242.6 million) (Includes Elkton, Northeast)

• Population .....	102,746	• Female .....	50.3%
• # of households .....	37,076	• White .....	85.1%
• Median income .....	\$70,516	• Black .....	7.0%
• Under age 18 .....	22.8%	• Hispanic .....	4.4%
• Over age 65 .....	15.3%	• Asian .....	1.4%

1	Walmart (SuperCenter)	2	\$51.90	21.39%
2	Giant/Martin's	1	\$45.82	18.89%
3	Food Lion	3	\$28.70	11.83%
4	Redner's Markets	1	\$22.50	9.27%
5	Wawa	3	\$21.70	8.94%
6	Acme Markets	1	\$16.42	6.77%
7	Royal Farm Stores	7	\$12.70	5.23%
8	Walgreens	3	\$12.20	5.03%
9	7-Eleven	4	\$6.80	2.80%
10	Aldi	1	\$6.80	2.80%
11	High's/Baltimore	4	\$5.20	2.14%
12	CVS	1	\$4.40	1.81%
13	Rite Aid	1	\$3.50	1.44%
14	Fas-Marts	1	\$1.70	0.70%
		<b>33</b>	<b>\$240.34</b>	<b>99.07%</b>



## DORCHESTER COUNTY (\$58.1 million) (Includes Cambridge)

• Population .....	32,162	• Female .....	52.5%
• # of households .....	12,940	• White .....	62.8%
• Median income .....	\$50,532	• Black .....	29.0%
• Under age 18 .....	21.1%	• Hispanic .....	5.6%
• Over age 65 .....	21.1%	• Asian .....	1.2%

1	Walmart (SuperCenter)	1	\$22.70	39.07%
2	Food Lion	1	\$10.70	18.42%
3	Wawa	1	\$6.11	10.52%
4	Save-A-Lot	1	\$6.00	10.33%
5	Walgreens	1	\$4.80	8.26%
6	Rite Aid	1	\$3.70	6.37%
7	Royal Farm Stores	1	\$2.30	3.96%
		<b>7</b>	<b>\$56.31</b>	<b>96.92%</b>



## CHARLES COUNTY (\$463.2 million) (Includes Bryan's Road, Waldorf)

• Population .....	159,700	• Female .....	51.8%
• # of households .....	54,988	• White .....	40.3%
• Median income .....	\$93,973	• Black .....	47.5%
• Under age 18 .....	24.2%	• Hispanic .....	5.8%
• Over age 65 .....	12.1%	• Asian .....	3.4%

1	Safeway	3	\$82.45	17.80%
2	Giant Food	2	\$63.05	13.61%
3	CVS+	8	\$36.90	7.97%
4	Walmart	2	\$36.10	7.79%
5	Food Lion	3	\$34.60	7.47%
6	BJ's Wholesale Club	1	\$32.50	7.02%



## FREDERICK COUNTY (\$790.3 million) (Includes Brunswick, Emmitsburg, Frederick, Thurmont)

• Population .....	252,022	• Female .....	50.7%
• # of households .....	90,022	• White .....	73.6%
• Median income .....	\$88,502	• Black .....	10.0%
• Under age 18 .....	23.3%	• Hispanic .....	9.6%
• Over age 65 .....	14.1%	• Asian .....	4.8%

1	Weis Markets	6	\$105.81	13.39%
2	Giant Food	3	\$95.67	12.11%
3	Walmart (SuperCenter)	2	\$91.80	11.62%
4	Wegmans	1	\$64.20	8.12%
5	Food Lion	5	\$61.60	7.79%
6	CVS+	13	\$61.30	7.76%
7	Costco	1	\$45.10	5.71%
8	Giant Eagle	4	\$35.70	4.52%
9	Safeway	2	\$29.85	3.78%
10	Sam's Club	1	\$27.30	3.45%

See MARYLAND COUNTY SHARE on page 46



Leading the **Sweetener Category**  
with **Variety & Quality of Products.**



Domino Foods, Inc.



Expanding our  
Portfolio




Creating Innovative  
Products



Meeting Consumer  
Needs

ASR-Group.com


Domino Foods, Inc. is part of 

# MARYLAND COUNTY SHARE OF MARKET: 2019

Continued from page 44

11	Sheetz	6	\$19.80	2.51%
12	Aldi	2	\$19.20	2.43%
13	7-Eleven	13	\$18.10	2.29%
14	Wawa	3	\$14.38	1.82%
15	International Markets	1	\$12.30	1.56%
16	MOM's Organic Market	1	\$12.00	1.52%
17	Target	1	\$11.70	1.48%
18	Military Commissaries	1	\$10.05	1.27%
19	Rite Aid	3	\$9.50	1.20%
20	Royal Farm Stores	4	\$8.70	1.10%
21	Great Valu	1	\$8.10	1.02%
22	C&S Independents	2	\$7.17	0.91%
23	High's/Baltimore	4	\$5.70	0.72%
24	Walgreens	1	\$5.30	0.67%
25	Kmart	1	\$3.90	0.49%
26	Circle K	1	\$1.90	0.24%
27	Dash-In	1	\$1.80	0.23%
		<b>84</b>	<b>\$787.93</b>	<b>99.70%</b>


19	Military Commissaries	1	\$14.39	1.64%
20	Food Lion	2	\$9.70	1.11%
21	High's/Baltimore	6	\$8.20	0.94%
22	Lidl	1	\$8.10	0.92%
23	Sheetz	1	\$3.50	0.40%
		<b>103</b>	<b>\$873.69</b>	<b>99.63%</b>



**HOWARD COUNTY (\$1.04 billion)**  
(Includes Columbia, Ellicott City, Laurel)

- Population ..... 321,113
- # of households ..... 111,337
- Median income ..... \$115,576
- Under age 18 ..... 24.5%
- Over age 65 ..... 13.4%
- Female ..... 51.1%
- White ..... 52.1%
- Black ..... 19.5%
- Hispanic ..... 6.8%
- Asian ..... 19.9%

1	Giant Food	7	\$256.29	24.63%
2	Harris Teeter	3	\$94.00	9.03%
3	Wegmans	1	\$92.50	8.89%
4	Safeway	3	\$67.02	6.44%
5	Weis Markets	4	\$65.27	6.27%
6	Walmart (SuperCenter)	2	\$63.40	6.09%
7	Costco	1	\$48.10	4.62%
8	CVS+	9	\$37.10	3.57%
9	International Markets	2	\$36.70	3.53%
10	Target	2	\$34.60	3.33%
11	Whole Foods	1	\$31.90	3.07%
12	BJ's Wholesale Club	1	\$29.40	2.83%
13	Trader Joe's	1	\$24.70	2.37%
14	B. Green (Green Valley)	1	\$21.50	2.07%
15	Food Lion	2	\$19.50	1.87%
16	Sprouts	1	\$18.10	1.74%
17	Walgreens	3	\$16.40	1.58%
18	7-Eleven	10	\$15.80	1.52%
19	MOM's Organic Market	1	\$13.20	1.27%
20	Rite Aid	3	\$10.70	1.03%
21	Roots Markets	1	\$10.50	1.01%
22	High's/Baltimore	8	\$10.30	0.99%
23	Aldi	1	\$9.70	0.93%
24	Royal Farm Stores	4	\$7.30	0.70%
25	Circle K	2	\$3.40	0.33%
26	Dash-In	1	\$1.80	0.17%
		<b>75</b>	<b>\$1,039.18</b>	<b>99.86%</b>



**HARFORD COUNTY (\$876.9 million)**  
(Includes Aberdeen, Bel Air, Havre de Grace)

- Population ..... 252,160
- # of households ..... 92,895
- Median income ..... \$83,445
- Under age 18 ..... 22.4%
- Over age 65 ..... 15.8%
- Female ..... 51.1%
- White ..... 76.1%
- Black ..... 14.2%
- Hispanic ..... 4.6%
- Asian ..... 3.1%

1	ShopRite (Klein)	6	\$189.70	21.63%
2	Wegmans	1	\$81.60	9.31%
3	Walmart (SuperCenter)	3	\$79.90	9.11%
4	Giant Food	2	\$64.55	7.36%
5	Wawa	9	\$53.17	6.06%
6	Target	3	\$42.10	4.80%
7	BJ's Wholesale Club	1	\$36.50	4.16%
8	Weis Markets	2	\$34.97	3.99%
9	Walgreens	6	\$33.80	3.85%
10	CVS+	8	\$30.30	3.46%
11	Redner's Markets	2	\$29.60	3.38%
12	Safeway	1	\$27.28	3.11%
13	Rite Aid	10	\$27.20	3.10%
14	7-Eleven	18	\$25.70	2.93%
15	Royal Farm Stores	12	\$23.30	2.66%
16	Aldi	3	\$17.50	2.00%
17	Save-A-Lot	3	\$17.30	1.97%
18	C&S Independents	2	\$15.33	1.75%

See MARYLAND COUNTY SHARE on page 47

# MARYLAND COUNTY SHARE OF MARKET: 2019

Continued from page 46



## KENT COUNTY (\$88.9 million) (Includes Chestertown, Worton)

• Population .....	19,384	• Female .....	52.4%
• # of households .....	7,605	• White .....	78.1%
• Median income .....	\$56,638	• Black .....	15.0%
• Under age 18 .....	15.9%	• Hispanic .....	4.3%
• Over age 65 .....	26.3%	• Asian .....	1.2%

1	Redner's Markets	1	\$22.10	24.86%
2	Walgreens	2	\$18.50	20.81%
3	Acme Markets	1	\$16.49	18.55%
4	Food Lion	1	\$13.80	15.52%
5	Royal Farm Stores	2	\$4.70	5.29%
6	C&S Independents	2	\$4.19	4.71%
7	Rite Aid	1	\$2.50	2.81%
8	7-Eleven	1	\$2.40	2.70%
9	Fas-Marts	1	\$1.60	1.80%
10	High's/Baltimore	1	\$1.60	1.80%
		<b>13</b>	<b>\$87.88</b>	<b>98.85%</b>



## MONTGOMERY COUNTY (\$3.2 billion) (Includes Bethesda, Gaithersburg, Germantown, Rockville)

• Population .....	1,058,810	• Female .....	51.7%
• # of households .....	369,242	• White .....	43.8%
• Median income .....	\$103,178	• Black .....	19.7%
• Under age 18 .....	23.3%	• Hispanic .....	19.6%
• Over age 65 .....	14.9%	• Asian .....	15.6%

1	Giant Food	27	\$910.62	28.22%
2	Safeway	18	\$405.16	12.56%
3	CVS+	46	\$312.80	9.70%
4	International Markets	19	\$278.40	8.63%
5	Whole Foods	5	\$198.10	6.14%
6	Harris Teeter	7	\$155.80	4.83%
7	Costco	2	\$140.70	4.36%
8	7-Eleven	69	\$133.40	4.13%
9	Trader Joe's	4	\$96.20	2.98%
10	Target	6	\$94.90	2.94%
11	Shoppers	3	\$88.60	2.75%
12	Wegmans	1	\$87.10	2.70%
13	Sam's Club	1	\$36.90	1.14%
14	Aldi	5	\$36.50	1.13%
15	Walgreens	6	\$33.70	1.04%
16	Walmart	1	\$31.10	0.96%
17	Weis Markets	3	\$31.01	0.96%
18	MOM's Organic Market	2	\$29.90	0.93%

19	Rite Aid	8	\$28.20	0.87%
20	ShopRite (Village)	1	\$24.30	0.75%
21	Balducci's	1	\$20.50	0.64%
22	Fresh Market	1	\$14.80	0.46%
23	Military Commissaries	1	\$10.64	0.33%
24	Roots Markets	1	\$10.10	0.31%
25	Food Lion	1	\$10.00	0.31%
26	Kmart	1	\$6.20	0.19%
27	Dash-In	2	\$3.80	0.12%
28	Circle K	1	\$2.00	0.06%
29	C&S Independents	3	\$1.70	0.05%
		<b>246</b>	<b>\$3,233.13</b>	<b>100.21%*</b>



## PRINCE GEORGE'S COUNTY (\$2.9 billion) (Includes Bowie, Clinton, College Park, Hyattsville, Laurel, Oxon Hill)

• Population .....	912,756	• Female .....	51.8%
• # of households .....	306,694	• White .....	12.7%
• Median income .....	\$78,607	• Black .....	64.6%
• Under age 18 .....	22.2%	• Hispanic .....	18.5%
• Over age 65 .....	12.8%	• Asian .....	4.6%

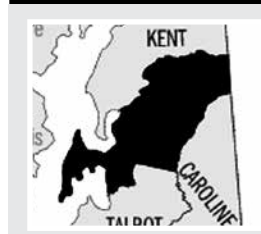
1	Giant Food	17	\$503.60	17.62%
2	Shoppers	13	\$398.40	13.94%
3	International Markets	21	\$300.30	10.51%
4	CVS+	48	\$239.70	8.39%
5	Safeway	9	\$214.40	7.50%
6	7-Eleven	82	\$154.20	5.40%
7	Target	8	\$149.20	5.22%
8	Costco	3	\$144.30	5.05%
9	Wegmans	1	\$84.30	2.95%
10	Walmart	4	\$69.90	2.45%
11	BJ's Wholesale Club	2	\$68.00	2.38%
12	Aldi	10	\$66.20	2.32%
13	Military Commissaries	1	\$50.51	1.77%
14	ShopRite (Price Rite)	2	\$38.70	1.35%
15	Food Lion	3	\$36.20	1.27%
16	Harris Teeter	2	\$33.60	1.18%
17	Weis Markets	3	\$31.94	1.12%
18	Walgreens	5	\$28.10	0.98%
19	Whole Foods	1	\$28.10	0.98%
20	Wawa	4	\$27.16	0.95%
21	Save-A-Lot	5	\$26.20	0.92%
22	MOM's Organic Market	2	\$25.70	0.90%
23	Rite Aid	7	\$22.40	0.78%
24	Dash-In	6	\$11.90	0.42%
25	C&S Independents	5	\$10.05	0.35%
26	Lidl	1	\$7.50	0.26%

See MARYLAND COUNTY SHARE on page 48

# MARYLAND COUNTY SHARE OF MARKET: 2019

Continued from page 47

27	Royal Farm Stores	3	\$7.50	0.26%
28	Kmart	1	\$6.10	0.21%
29	XtraMart	2	\$4.16	0.15%
30	Circle K	1	\$1.70	0.06%
		<b>272</b>	<b>\$2,790.02</b>	<b>97.64%</b>



## QUEEN ANNE'S COUNTY (\$130.4 million) (Includes Centreville, Chester, Stevensville)

• Population .....	49,770	• Female .....	50.5%
• # of households .....	17,995	• White .....	86.3%
• Median income .....	\$89,241	• Black .....	6.6%
• Under age 18 .....	21.6%	• Hispanic .....	4.0%
• Over age 65 .....	18.7%	• Asian .....	1.2%

1	Safeway	1	\$41.15	31.56%
2	Food Lion	2	\$20.70	15.87%
3	Acme Markets	1	\$15.09	11.57%
4	Walgreens	2	\$11.20	8.59%
5	7-Eleven	4	\$8.20	6.29%
6	Royal Farm Stores	3	\$7.60	5.83%
7	Kmart	1	\$6.30	4.83%
8	CVS	1	\$5.20	3.99%
9	Wawa	1	\$4.26	3.27%
10	Fas-Marts	2	\$3.40	2.61%
11	Rite Aid	1	\$3.20	2.45%
12	Dash-In	1	\$2.00	1.53%
		<b>20</b>	<b>\$128.30</b>	<b>98.39%</b>



## SOMERSET COUNTY (\$30.3 million) (Includes Crisfield)

• Population .....	25,918	• Female .....	46.2%
• # of households .....	8,362	• White .....	51.3%
• Median income .....	\$39,239	• Black .....	42.4%
• Under age 18 .....	17.2%	• Hispanic .....	3.6%
• Over age 65 .....	16.3%	• Asian .....	0.9%

1	Food Lion	2	\$23.00	75.91%
2	Rite Aid	1	\$2.80	9.24%
3	Royal Farm Stores	1	\$2.30	7.59%
4	Fas-Marts	1	\$1.70	5.61%
		<b>5</b>	<b>\$29.80</b>	<b>98.35%</b>



## ST. MARY'S COUNTY (\$353.2 million) (Includes Charlotte Hall, Leonardtown, Lexington Park)

• Population .....	112,667	• Female .....	50.1%
• # of households .....	39,276	• White .....	74.2%
• Median income .....	\$86,508	• Black .....	14.6%
• Under age 18 .....	24.5%	• Hispanic .....	5.2%
• Over age 65 .....	12.6%	• Asian .....	2.9%

1	Walmart (SuperCenter)	1	\$47.20	13.36%
2	McKay's Food & Drug	3	\$46.50	13.17%
3	BJ's Wholesale Club	1	\$33.60	9.51%
4	Giant Food	1	\$28.50	8.07%
5	Wawa	4	\$26.99	7.64%
6	Food Lion	2	\$25.60	7.25%
7	Weis Markets	3	\$23.88	6.76%
8	Harris Teeter	1	\$23.20	6.57%
9	Military Commissaries	1	\$19.44	5.50%
10	CVS+	5	\$18.70	5.29%
11	Target	1	\$13.30	3.77%
12	Shoppers	1	\$13.20	3.74%
13	Rite Aid	3	\$9.10	2.58%
14	Aldi	1	\$6.50	1.84%
15	Sheetz	2	\$5.70	1.61%
16	7-Eleven	2	\$3.90	1.10%
17	Dash-In	2	\$3.40	0.96%
18	C&S Independents	1	\$0.20	0.06%
		<b>35</b>	<b>\$348.91</b>	<b>98.79%</b>



## TALBOT COUNTY (\$192.1 million) (Includes Easton, St. Michael's)

• Population .....	37,103	• Female .....	52.5%
• # of households .....	16,498	• White .....	77.6%
• Median income .....	\$65,595	• Black .....	12.7%
• Under age 18 .....	18.3%	• Hispanic .....	7.1%
• Over age 65 .....	28.4%	• Asian .....	1.5%

1	Giant Food	1	\$30.81	16.04%
2	BJ's Wholesale Club	1	\$30.30	15.77%
3	Harris Teeter	1	\$22.80	11.87%
4	Walmart (SuperCenter)	1	\$19.60	10.20%
5	Acme Markets	1	\$18.77	9.77%
6	Target	1	\$14.90	7.76%
7	Graul's	1	\$9.40	4.89%
8	Weis Markets	1	\$7.86	4.09%
9	CVS+	2	\$6.90	3.59%
10	Aldi	1	\$6.80	3.54%
11	Wawa	1	\$5.16	2.69%
12	Walgreens	1	\$4.50	2.34%
13	High's/Baltimore	2	\$3.30	1.72%

See MARYLAND COUNTY SHARE on page 51

# PEPSI ZERO SUGAR.

**ZERO SUGAR.  
MAX PEPSI TASTE.**



PEPSI, PEPSI-COLA AND THE PEPSI GLOBE ARE REGISTERED TRADEMARKS OF PEPSICO, INC.

**PEPSI-COLA**  
SINCE 1898

**YOU'RE INVITED**  
 OUTDOOR MOVIES • SPECIAL EVENTS • ANNIVERSARY CONTESTS

**75 YEARS**

**Eddie's**  
 OF ROLAND PARK

CELEBRATING 75 YEARS OF PEOPLE, PRODUCTS, AND PARTNERSHIPS  
**EDDIESOFROLANDPARK.COM**  
 EST. 1944 • BALTIMORE, MD

**Thanks to our  
 suppliers for helping  
 us celebrate 99 years  
 in business!**

**Gravel's**  
 M • A • R • K • E • T  
*We'd rather be good than big.*

**Annapolis**      **Cape St. Claire**      **Hereford**  
**Mays Chapel**      **Ruxton**      **St. Michaels**

## TAKING STOCK

From page 23

level of progress as in past years. Still, HT is poised to be a long-term contender in the market, with consistency of operational execution and new stores slated for Washington, DC (Howard University); Arlington, VA (two units); Stafford, VA; and Kent Island, MD.

**Wegmans** – It seems the only thing that can stop Wegmans is Wegmans itself. I'm referring to the company's infrastructure. As it continues to add stores it also needs to gradually replace some of its very talented, but aging leadership team. As it moves to new marketing areas – Tidewater and Raleigh-Durham-Chapel Hill – it will need to add a third distribution center, probably in Central Virginia. That's not only costly (\$100+ million), but also taxing to the entire organization which is still relying on many of its experienced and gifted senior managers to take on more responsibility. And the Rochester uber-merchant isn't slowing its store expansion plans either with new Baltimore-Washington area units alone planned for DC (Wisconsin Ave. NW); Annapolis, MD; Rockville, MD; Alexandria, VA; Arcola, VA; Reston, VA; and Tysons Corner, VA.

**Shoppers** – RIP (almost) – A real shame. Thousands of people have/will lose their jobs because of the ineptness of former owner Supervalu. And to "pile on" for no obvious reason, is the heartlessness and indifference of new owner UNFI which seems satisfied to have a once great retailer decay like a collective dead corpse.

### Maybe It's The Unfunded Pension Plan That's Delaying Sales Of Shoppers' Stores

We've already established that after eight months of ownership, UNFI has set a very low standard in terms of being a full-line wholesaler. At least that's how many of its independent retailers (who count the most), some associates and vendors feel about the Supervalu integration/transition.

Service level issues, new fees and delisted items are just a few of the problems that its independent customers have complained to us that have adversely impacted their businesses. And then there's the overlying communications problems between UNFI's headquarters staff in Providence, RI and the Supervalu legacy team, many of who still work from the company's old headquarters in Eden Prairie, MN (one associate called the environment akin to operating in the "cone of silence").

One fact however, which UNFI communicated clearly even before the deal was consummated, was that it had no interest in continuing to own SVU's corporate supermarkets. That message was direct, but like other transitional issues, has not been executed very crisply.

In a process that began more than a year ago, first under the aegis of Supervalu, UNFI has now taken over the duties of peddling the 44 Shoppers that are still open. Final bids were reportedly due last November and since then there's been nothing but silence (leaving the remaining several thousand Shoppers associates mystified and angry).

In the past few months, several landlords have contacted us also expressing their frustration with their anchor lame-duck tenant, complaining UNFI's inaction (and declining Shoppers sales) have impacted the value of their properties. All said they were preparing to contact prospective interested retailers in case control of those leases is shifted to the shopping center owners.

And based on our reporting, that could happen in some cases. For months we've been hearing that Giant Food was the prime bidder in the process, interested in about a dozen Shoppers stores. But according to our sources, UNFI wants to stick Giant (which would be the biggest, if not the only unionized company to be in the auction) with the unfunded liability of the Shoppers plan Safeway reportedly chose to not enter the derby with Shoppers' unfunded pension plan (a separate plan from the one that Giant and Safeway are part of). In fact, Shoppers is by far the biggest member of that plan which was created in 1961 and currently has about 12,000 active and retired employees (food retailers such as Kroger were once part of that same fund). The unfunded liability now stands at approximately \$135 million.

If UNFI is not able to find a buyer(s) that is willing to take on that pension shortfall, it would either have to continue to contribute to the plan or pay a large withdrawal penalty (reportedly as much as \$110 million).

And why would Giant or any other company (especially a non-union retailer)


**TAKING STOCK** continues on page 81

## MARYLAND COUNTY SHARE OF MARKET: 2019

Continued from page 48

14	Rite Aid	1	\$2.60	1.35%
15	Royal Farm Stores	1	\$2.50	1.30%
16	Fas-Marts	1	\$1.80	0.94%
17	7-Eleven	1	\$1.70	0.88%
		<b>19</b>	<b>\$189.70</b>	<b>98.75%</b>


9	Walgreens	2	\$9.40	3.63%
10	Wawa	2	\$9.26	3.57%
11	Fas-Marts	5	\$8.00	3.09%
12	CVS+	2	\$6.40	2.47%
13	Kmart	1	\$4.70	1.81%
14	Save-A-Lot	1	\$4.30	1.66%
15	7-Eleven	1	\$1.90	0.73%
16	Dash-In	1	\$1.90	0.73%
		<b>35</b>	<b>\$255.56</b>	<b>98.63%</b>



**WASHINGTON COUNTY (\$453.1 million)**  
(Includes Fountainhead, Hagerstown, Hancock)

- Population ..... 150,578
- # of households ..... 55,999
- Median income ..... \$58,260
- Under age 18 ..... 22.1%
- Over age 65 ..... 16.8%
- Female ..... 49.1%
- White ..... 79.0%
- Black ..... 11.7%
- Hispanic ..... 5.0%
- Asian ..... 1.9%

1	Giant/Martin's	3	\$123.87	27.45%
2	Walmart (SuperCenter)	2	\$93.60	20.74%
3	Weis Markets	3	\$54.28	12.03%
4	Sam's Club	1	\$33.50	7.42%
5	Sheetz	8	\$27.40	6.07%
6	CVS+	7	\$22.70	5.03%
7	Save-A-Lot	2	\$11.90	2.64%
8	Target	1	\$11.90	2.64%
9	Walgreens	2	\$10.70	2.37%
10	Aldi	1	\$6.50	1.44%
11	C&S Independents	5	\$6.43	1.42%
12	7-Eleven	4	\$6.10	1.35%
13	Rite Aid	2	\$4.80	1.06%
14	Kmart	1	\$4.30	0.95%
15	High's/Baltimore	2	\$3.60	0.80%
		<b>44</b>	<b>\$421.58</b>	<b>93.41%</b>



**WORCESTER COUNTY (\$204.8 million)**  
(Includes Ocean City, Pocomoke City, Snow Hill)

- Population ..... 51,690
- # of households ..... 21,190
- Median income ..... \$59,458
- Under age 18 ..... 17.4%
- Over age 65 ..... 27.3%
- Female ..... 51.4%
- White ..... 80.0%
- Black ..... 13.3%
- Hispanic ..... 3.5%
- Asian ..... 1.5%


1	Walmart (SuperCenter)	2	\$65.80	32.13%
2	Food Lion	4	\$56.30	27.49%
3	CVS	3	\$17.10	8.35%
4	Rite Aid	5	\$15.60	7.62%
5	Acme Markets	1	\$12.46	6.08%
6	7-Eleven	7	\$11.20	5.47%
7	Wawa	2	\$9.70	4.74%
8	Royal Farm Stores	3	\$8.20	4.00%
9	C&S Independents	7	\$5.98	2.92%
10	Walgreens	1	\$5.60	2.73%
11	Fas-Marts	1	\$1.80	0.88%
		<b>36</b>	<b>\$209.74</b>	<b>102.41%*</b>

( ) Name in parentheses indicates another banner used by the company.

\*Combined retailer sales exceed 100% due to spill-in from other areas. Because of consumers purchasing items in one county, but residing in an adjacent one, or due to summer tourist traffic, leakage can occur. County food sales are formulated from population and annual expenditures of county residents.

+ Stand-alone CVS and in-Target pharmacies

Source: Food World, June 2019



**WICOMICO COUNTY (\$259.1 million)**  
(Includes Fruitland, Salisbury)

- Population ..... 102,923
- # of households ..... 37,415
- Median income ..... \$54,493
- Under age 18 ..... 22.1%
- Over age 65 ..... 15.4%
- Female ..... 52.5%
- White ..... 62.7%
- Black ..... 26.8%
- Hispanic ..... 5.4%
- Asian ..... 3.2%

1	Walmart (SuperCenter)	2	\$64.80	25.01%
2	Food Lion	4	\$33.80	13.05%
3	Acme Markets	1	\$31.40	12.12%
4	Sam's Club	1	\$30.80	11.89%
5	Rite Aid	4	\$14.40	5.56%
6	Royal Farm Stores	6	\$12.80	4.94%
7	Target	1	\$12.30	4.75%
8	Aldi	1	\$9.40	3.63%

## DIRECTORY OF RETAILERS

From page 14

### **Karns Quality Food Ltd.**

675 Silver Spring Rd.  
Mechanicsburg, PA 17050  
Phone: (717) 766-6477  
Web: karnsfoods.com  
CEO/Pres.: D. Scott Karns  
Primary Supplier: UNFI  
Food World Stores: 8  
Food World Vol.: \$137.25 million

### **Kennie's**

520 West King St.  
Littlestown, PA 17340  
Phone: (717) 359-9001  
Web: kenniesmarket.com  
CEO: PK. Hoover  
Primary Supplier: Bozzuto's  
Food World Stores: 5  
Food World Vol.: \$57.7 million

### **Kroger**

Mid-Atlantic Div.  
3631 Peters Creek Rd. NW  
Roanoke, VA 24019  
Phone: (540) 563-3500  
Web: kroger.com  
CEO: Rodney McMullen  
Pres.-Mid-Atlantic Div.: Jerry Clontz  
Primary Supplier: Direct  
Food World Stores: 38 (Includes Market-

place)  
Food World Vol.: \$1.15 billion

### **Lauer's Supermarket & Bakery**

8095-A Edwin Raynor Blvd.  
Pasadena, MD 21122  
Phone: (410) 255-0070  
Web: lauerssupermarkets.com  
Owners: Babette Poyer, Bernadette Snoops  
Primary Supplier: C&S Wholesale Grocers  
Food World Stores: 2  
Food World Vol.: \$32.8 million

### **Lidl U.S.**

3500 S. Clark St.  
Arlington, VA 22202  
Phone: (571) 398-5435  
Chmn. Lidl USA: Roman Heini  
Pres.: Johannes Fieber  
EVP/Chief Commercial Officer: Boudewijn Tiktak  
Primary Supplier: Direct  
Food World Stores: 27  
Food World Vol.: \$208.6 million

### **McKay's Food & Drug**

43251 Rescue Ln.  
Hollywood, MD 20636  
Phone: (301) 373-5848  
Web: mckayssupermarkets.com  
Pres./CEO: David McKay  
Buyer: David McKay

Primary Supplier: MDI  
Food World Stores: 3  
Food World Vol.: \$46.5 million

### **MOM's Organic Market**

5566 Randolph Rd  
Rockville, MD 20852  
Phone: (301) 816-4944  
Web: momsorganicmarket.com  
CEO: Scott Nash  
Primary Supplier: UNFI  
Food World Stores: 16  
Food World Vol.: \$216.2 million

### **Publix**

3300 Publix Corporate Pkwy.  
Lakeland, FL 33811  
Phone: (863) 688-7407  
Pres./CEO: Todd Jones  
Charlotte, NC Div.:  
4135 S. Stream Blvd., Ste. 500  
Charlotte, NC 28217  
Phone: (704) 424-5017  
Div. VP: Chuck Roskovich  
Web: publix.com  
Primary Supplier: Direct  
Food World Stores: 13  
Food World Vol.: \$171.4 million

### **Redner's Markets Inc.**

3 Quarry Rd.  
Reading, PA 19605

Phone: (610) 926-3700  
Web: rednersmarkets.com  
Chairman/VP/SVP-Strategic Planning:  
Richard Redner  
Pres/CEO: Ryan Redner  
COO: Gary M. Redner  
VP Procurement: Dan Eberhart  
VP/General Counsel: Jason Hopp  
VP-Finance: Michael McNaney  
VP-Groc. Ops.: Frank Fiore  
VP-Perishables: Gary O'Brien  
VP-HR: Robert McDonough  
VP-IT: Nicholas Hidalgo  
Primary Supplier: UNFI  
Food World Stores: 13  
Food World Vol.: \$246.2 million

### **Roots Market**

5805 Clarksville Square Dr.  
Clarksville, MD 21029  
Phone: (443) 535-9321  
web: rootsmkt.com  
Owner: Jeff Kaufman  
Primary Supplier: UNFI  
Food World Stores: 2  
Food World Vol.: \$20.6 million

### **Safeway Eastern**

Div. of Albertsons Cos.  
4551 Forbes Blvd.  
Lanham, MD 20706

See **DIRECTORY** on page 64



**Klein's Family Markets**  
**Klein's ShopRites of Maryland**  
**Serving Our Communities Since 1925.**

Forest Hill, Main Street Bel Air, Aberdeen, Festival at Bel Air,  
Riverside, Cardiff, Jacksonville, Perring Parkway, Howard Park

[www.ShopRite.com](http://www.ShopRite.com)

# As one of the largest dairy operators in the U.S., HP Hood LLC offers a diverse portfolio of leading brands



Always good.  
Always



Hood.com

19048996

# IN REVIEW: TARGET

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
DC	Washington	1	\$16.40	\$2,048.30	0.80%	1	\$16.20	0.87%
<b>DC Recap: 1 store with sales of \$16.4 million. Total retail food sales for DC in the study: \$2.05 billion. Target share of DC is 0.8%.</b>								
DE	Kent	1	\$13.70	\$462.80	2.96%	1	\$13.60	2.93%
<b>DE Recap: 1 store with sales of \$13.7 million. Total retail food sales for DE in the study: \$1.29 billion. Target share of DE is 1.07%.</b>								
MD	Anne Arundel	5	\$78.30	\$2,073.40	3.78%	5	\$75.10	3.62%
MD	Baltimore City	1	\$17.50	\$1,367.50	1.28%	1	\$17.30	1.23%
MD	Baltimore County	6	\$82.10	\$2,841.20	2.89%	6	\$79.80	2.87%
MD	Carroll	1	\$11.20	\$583.20	1.92%	1	\$10.90	1.82%
MD	Charles	2	\$22.80	\$463.20	4.92%	2	\$22.40	4.67%
MD	Frederick	1	\$11.70	\$790.30	1.48%	1	\$11.80	1.52%
MD	Harford	3	\$42.10	\$876.90	4.80%	3	\$41.80	4.82%
MD	Howard	2	\$34.60	\$1,040.60	3.33%	2	\$30.70	3.00%
MD	Montgomery	6	\$94.90	\$3,226.30	2.94%	6	\$95.60	3.00%
MD	Prince George's	8	\$149.20	\$2,857.40	5.22%	8	\$146.50	5.15%
MD	St. Mary's	1	\$13.30	\$353.20	3.77%	1	\$13.10	3.52%
MD	Talbot	1	\$14.90	\$192.10	7.76%	1	\$14.80	7.65%
MD	Washington	1	\$11.90	\$451.30	2.64%	1	\$11.40	2.43%
MD	Wicomico	1	\$12.30	\$259.10	4.75%	1	\$12.40	4.89%
<b>MD Recap: 39 stores with sales of \$596.8 million. Total retail food sales for MD in the study: \$18.54 billion. Target share of MD is 3.22%.</b>								
PA	Cumberland	2	\$27.70	\$994.20	2.79%	2	\$27.50	2.82%
PA	Dauphin	2	\$24.10	\$941.90	2.56%	2	\$24.30	2.66%
PA	Franklin	1	\$14.40	\$396.20	3.63%	1	\$14.30	3.45%
PA	Lancaster	3	\$45.20	\$1,473.50	3.07%	2	\$29.60	2.07%
PA	York	3	\$46.30	\$1,369.80	3.38%	3	\$45.90	3.37%
<b>PA Recap: 11 stores with sales of \$157.7 million. Total retail food sales for PA in the study: \$5.82 billion. Target share of PA is 2.71%.</b>								
VA	Albemarle	1	\$12.10	\$566.10	2.14%	1	\$11.50	2.07%
VA	Arlington	1	\$19.10	\$793.20	2.41%	1	\$18.60	2.42%
VA	Chesapeake City	3	\$25.90	\$741.60	3.49%	3	\$25.10	3.23%
VA	Chesterfield	5	\$55.70	\$1,256.00	4.43%	5	\$58.60	4.59%
VA	Culpeper	1	\$12.80	\$141.60	9.04%	1	\$12.70	8.80%
VA	Fairfax	11	\$187.50	\$4,669.80	4.02%	11	\$184.60	3.92%
VA	Frederick	2	\$23.70	\$429.60	5.52%	2	\$23.20	5.05%
VA	Hampton/Newport News	2	\$23.80	\$1,011.60	2.35%	2	\$23.70	2.28%
VA	Hanover	1	\$14.10	\$408.90	3.45%	1	\$13.90	3.52%
VA	Henrico	6	\$78.20	\$1,643.50	4.76%	6	\$78.40	4.84%
VA	James City	2	\$20.90	\$369.20	5.66%	2	\$20.70	5.23%
VA	Loudoun	3	\$48.10	\$1,306.50	3.68%	3	\$47.70	3.69%
VA	Norfolk City	1	\$11.80	\$719.10	1.64%	1	\$11.60	1.57%
VA	Prince William (Super Target)	4	\$53.10	\$1,688.00	3.15%	4	\$52.80	3.31%
VA	Spotsylvania (Super Target)	2	\$26.90	\$682.30	3.94%	2	\$28.30	4.27%
VA	Stafford	2	\$30.10	\$344.90	8.73%	2	\$28.20	8.18%
VA	Virginia Beach	4	\$49.20	\$1,484.30	3.31%	4	\$50.70	3.22%
VA	Warren	1	\$14.40	\$134.70	10.69%	1	\$14.20	9.98%
<b>VA Recap: 52 stores with sales of \$707.4 million. Total retail food sales for VA in the study: \$20.81 billion. Target share of VA is 3.4%.</b>								

**Mid-Atlantic Recap: 104 stores with sales of \$1.49 billion annually. Mid-Atlantic retail food sales total: \$48.49 billion. Target Per Store Average: \$14.4 million**

Source: *Food World*, June 2019



*The #1 Recognized Brand  
in Value Added Seafood*



Seafood America LLC, 645 Mearns Road Warminster PA 18974— Phone (215) 672-2211 Fax (215) 675-8324

[www.docksideclassics.net](http://www.docksideclassics.net)

## Eastern Shore Supermarket Leaders:

### Food Lion Remains Runaway Supermarket Leader In \$1.6 Billion Eastern Shore Marketing Area

- Food Lion Maintains Dominance
- Giant Back In 2nd On Strong IDs
- With Store Closure, Acme Dips
- Redner's Solid, Plans Lewes Unit
- Aldi Biggest Gainer, Opens 2

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Food Lion	33	\$372.50	32.11%	33	\$367.70	32.00%
2	Giant Food	4	\$165.74	14.29%	4	\$161.63	14.07%
3	Acme Markets	7	\$148.33	12.79%	8	\$164.00	14.27%
4	Redner's Markets	6	\$129.20	11.14%	6	\$128.70	11.20%
5	Safeway	3	\$77.90	6.71%	3	\$75.56	6.58%
6	Harris Teeter	3	\$57.70	4.97%	3	\$57.40	5.00%
7	Weis Markets	5	\$52.13	4.49%	5	\$51.58	4.49%
8	C&S Independents	18	\$45.90	3.96%	18	\$46.83	4.08%
9	Save-A-Lot	7	\$35.00	3.02%	7	\$37.50	3.26%
10	Aldi	4	\$33.30	2.87%	2	\$13.20	1.15%
<b>Total</b>		<b>90</b>	<b>\$1,117.70</b>	<b>96.35%</b>	<b>89</b>	<b>\$1,104.10</b>	<b>96.08%</b>

The chart above lists the top 10 supermarket retailers in the Eastern Shore market. Counties/cities included are: Kent and Sussex in DE; Caroline, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico and Worcester in MD; and Accomack and Northampton in VA. Petroleum sales are not included.

Total supermarket sales for the area are \$ 1.6 billion.

Source: Food World, June 2019



# Euro-American Brands



Premier Importer of Confections and Specialty Foods since 1990

















Please visit us online at [www.euroamericanbrands.com](http://www.euroamericanbrands.com) to view our entire portfolio of confections and specialty food brands.

# Canada Dry

*Proud to provide customers and consumers alike with the best tasting beverages.*



**Ales & Seltzers**

Mistic

Snapple

All Natural Ingredients  
NANTUCKET  
NECTARS

essentia  
hydration perfected

BODYARMOR  
SuperDrink

SINCE 1919  
A&W  
ROOT BEER

ORIGINAL  
Stewart's  
ROOT BEER

neuro  
drinkneuro.com

POLAR

7UP

Peet's Coffee

FORTO  
COFFEE SHOT

UPTIME

Sunkist

AriZona

evian

AQUA  
HYDRATE

XYIENCE

Pennsylvania  
Dutch

SPARKLING  
ICE

VITA  
COCO

Yoo-hoo  
Chocolate  
CRISP

bai  
Bubbles  
SPARKLING  
ANTIOXIDANT  
INFUSION

core  
HYDRATION

core  
ORGANIC

## Canada Dry Potomac

3600 Pennsy Drive, Landover, MD 20785 • 301-773-5500  
5330 Port Royal Road, Springfield, VA 22151 • 703-321-6100  
6719 Dover Road, Glen Burnie, MD, 21061 • 410-760-7770  
3100 Hopkins Road, Richmond, VA 23224 • 804-231-7777

## Canada Dry Delaware Valley

8275 Route 130, Pennsauken, NJ • 800-533-1911

## Eastern Shore Market Leaders:

With Only 14 Stores, Walmart Sets Pace In Delmarva; C-Stores Control 12.2% Of \$2.4B Market

- Alts. Command 50.59% Of Mkt.
- WM Maintains Share Lead At 16.7%
- Drug Chains' Share Dips To 14.34%
- Royal Farms Paces All C-Stores
- 4 Club Stores Combine For 5.6%

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Walmart (SuperCenter)	14	\$406.70	16.70%	14	\$402.30	16.73%
2	Food Lion	33	\$372.50	15.30%	33	\$367.70	15.29%
3	Giant Food	4	\$165.74	6.81%	4	\$161.63	6.72%
4	Walgreens	33	\$164.70	6.76%	31	\$153.60	6.39%
5	Acme Markets	7	\$148.33	6.09%	8	\$164.00	6.82%
6	Wawa	21	\$133.06	5.47%	21	\$133.75	5.56%
7	Redner's Markets	6	\$129.20	5.31%	6	\$128.70	5.35%
8	Royal Farm Stores	52	\$107.20	4.40%	51	\$100.80	4.19%
9	Rite Aid	32	\$102.60	4.21%	35	\$115.40	4.80%
10	CVS+	18	\$83.20	3.42%	19	\$84.00	3.49%
11	Safeway	3	\$77.90	3.20%	3	\$75.56	3.14%
12	Sam's Club	2	\$71.60	2.94%	2	\$71.20	2.96%
13	BJ's Wholesale Club	2	\$64.70	2.66%	2	\$64.30	2.67%
14	Harris Teeter	3	\$57.70	2.37%	3	\$57.40	2.39%
15	Fas-Marts	40	\$57.30	2.35%	41	\$58.70	2.44%
16	Weis Markets	5	\$52.13	2.14%	5	\$51.58	2.15%
17	C&S Independents	18	\$45.90	1.89%	18	\$46.83	1.95%
18	Target	3	\$40.90	1.68%	3	\$40.80	1.70%
19	Save-A-Lot	7	\$35.00	1.44%	7	\$37.50	1.56%
20	Aldi	4	\$33.30	1.37%	2	\$13.20	0.55%
	<b>Total</b>	<b>307</b>	<b>\$2,349.66</b>	<b>96.51%</b>	<b>308</b>	<b>\$2,328.95</b>	<b>96.47%</b>

The chart above lists the top 20 retailers in the Eastern Shore market which sell groceries, HBC, drugs, general merchandise and tobacco products. Volumes listed include 100% of store sales for supermarkets, c-stores and drug chains. Sales for club stores, Kmart, Target and Wal-Mart are extrapolated to include comparable categories, as explained in the formula on page 77. Petroleum sales are not included. Counties/cities included are: Kent and Sussex in DE; Caroline, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico and Worcester in MD; and Accomack and Northampton in VA. ( ) Indicates another banner used by the company. +Stand-alone CVS and in-Target pharmacies.

Total food sales for the area are: \$2.43 billion.

Source: Food World, June 2019

**Scotties**  
COMFORT,  
*by design*<sup>TM</sup>



FOR MORE INFORMATION,  
CONTACT DAN CUTILLO 804-423-1053

©2019 Irving Consumer Products, Inc. ©Scotties is a registered trademark of Kimberly-Clark Worldwide, Inc. used under license by Irving Consumer Products, Inc. <sup>TM</sup> Trademark of Irving Consumer Products, Inc.

# MERCHANDISING MARKETPLACE 2019

Better **buying**  
**merchandising**  
**marketing**  
**planning**  
**sales**  
starts here.

**August 6-7, 2019**

**Foxwoods Resort Casino**

Check your email for your exclusive invite to register now for Merchandising Marketplace — your chance to take advantage of exclusive “conference only” savings, try out new products and trade ideas with industry executives. Visit us at [foodshow.bozzutos.info](http://foodshow.bozzutos.info) to register now.

For more information, contact Don Anthony at 203-250-5651 or email [danthony@bozzutos.com](mailto:danthony@bozzutos.com)



[www.bozzutos.com](http://www.bozzutos.com)  

## IN REVIEW: WEGMANS

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
MD	Anne Arundel	1	\$77.20	\$2,073.40	3.72%	1	\$75.10	3.62%
MD	Baltimore County	2	\$148.70	\$2,841.20	5.23%	2	\$144.40	5.20%
MD	Frederick	1	\$64.20	\$790.30	8.12%	1	\$63.70	8.18%
MD	Harford	1	\$81.60	\$876.90	9.31%	1	\$81.40	9.39%
MD	Howard	1	\$92.50	\$1,040.60	8.89%	1	\$91.60	8.95%
MD	Montgomery	1	\$87.10	\$3,226.30	2.70%	1	\$86.20	2.70%
MD	Prince George's	1	\$84.30	\$2,857.40	2.95%	1	\$84.10	2.95%

**MD Recap: 8 stores with sales of \$635.6 million. Total retail food sales for MD in the study: \$18.54 billion. Wegmans share of MD is 3.43%.**

PA	Cumberland	1	\$54.20	\$994.20	5.45%	1	\$53.90	5.53%
PA	Lancaster	1	\$57.40	\$1,473.50	3.90%	0	\$0.00	0.00%

**PA Recap: 2 stores with sales of \$111.6 million. Total retail food sales for PA in the study: \$5.82 billion. Wegmans share of PA is 1.92%.**

VA	Albemarle	1	\$62.40	\$566.10	11.02%	1	\$58.20	10.48%
VA	Chesterfield	1	\$55.50	\$1,256.00	4.42%	1	\$55.30	4.33%
VA	Fairfax	3	\$296.70	\$4,669.80	6.35%	2	\$202.60	4.30%
VA	Henrico	1	\$59.80	\$1,643.50	3.64%	1	\$59.60	3.68%
VA	Loudoun	2	\$166.20	\$1,306.50	12.72%	2	\$164.20	12.70%
VA	Prince William	2	\$185.20	\$1,688.00	10.97%	2	\$154.70	9.69%
VA	Spotsylvania	1	\$64.20	\$682.30	9.41%	1	\$63.80	9.63%

**VA Recap: 11 stores with sales of \$890 million. Total retail food sales for VA in the study: \$20.81 billion. Wegmans share of VA is 4.28%.**

**Mid-Atlantic Recap: 21 stores with sales of \$1.64 billion annually. Mid-Atlantic retail food sales total: \$48.49 billion. Wegmans Per Store Average: \$77.82 million**

Source: Food World, June 2019

**NEW**

**Turkey Bacon**

APPLEWOOD SMOKED

HEAT & SERVE  
GLUTEN FREE • NO MSG

Sodium 120mg (5%)  
Carbs 0g (0%)  
Protein 3g (6%)

**75% LESS FAT\***

KEEP REFRIGERATED  
NET WT. 12 OZ. (340G)

**Kunzler**

FINE MEAT PRODUCTS SINCE 1961

CURED TURKEY THIGHS  
CHOPPED & FORMED

# LET'S TALK TURKEY...

**KUNZLER.COM**



# VEAL & LAMB.

*Done your way!*

Our generations of experience and superior customer service enable us to deliver a wide selection of customized programs and packaging options to meet your unique needs and improve your bottom line.

As part of the largest vertically integrated veal and lamb company in North America, we control every phase of production—from farm to table. From our company farms and feed plants to our SQF-certified production facilities—we provide you and your customers safe, traceable, nutritious and delicious veal and lamb products. And our wide variety of cuts offers your customers choices to fit any budget.

That is why Catelli Brothers is the retailers' best source for top quality veal and lamb.

*Group Raised Milk-Fed Veal • American Lamb • Australian Lamb*



*A Tradition of Quality Veal & Lamb Products*

Call Ray Capozzi, Vice President, Retail Sales at 781-771-9334. Or visit [CatelliBrothers.com](http://CatelliBrothers.com)

# IN REVIEW: FOOD LION

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
DE	Kent	4	\$27.50	\$462.80	5.94%	4	\$27.30	5.88%
DE	Sussex	9	\$122.10	\$822.30	14.85%	9	\$118.20	14.62%
<b>DE Recap: 13 stores with sales of \$149.6 million. Total retail food sales for DE in the study: \$1.29 billion. Food Lion share of DE is 11.64%.</b>								
MD	Anne Arundel	6	\$68.50	\$2,073.40	3.30%	6	\$67.30	3.24%
MD	Baltimore County	6	\$53.10	\$2,841.20	1.87%	6	\$55.80	2.01%
MD	Caroline	2	\$17.60	\$70.70	24.89%	2	\$17.50	25.62%
MD	Carroll	3	\$36.50	\$583.20	6.26%	3	\$35.90	5.99%
MD	Cecil	3	\$28.70	\$242.60	11.83%	3	\$28.80	11.93%
MD	Charles	3	\$34.60	\$463.20	7.47%	3	\$33.90	7.07%
MD	Dorchester	1	\$10.70	\$58.10	18.42%	1	\$10.70	18.58%
MD	Frederick	5	\$61.60	\$790.30	7.79%	5	\$61.40	7.88%
MD	Harford	2	\$9.70	\$876.90	1.11%	2	\$10.00	1.15%
MD	Howard	2	\$19.50	\$1,040.60	1.87%	2	\$19.40	1.90%
MD	Kent	1	\$13.80	\$88.90	15.52%	1	\$13.70	15.73%
MD	Montgomery	1	\$10.00	\$3,226.30	0.31%	1	\$10.20	0.32%
MD	Prince George's	3	\$36.20	\$2,857.40	1.27%	3	\$36.40	1.28%
MD	Queen Anne's	2	\$20.70	\$130.40	15.87%	2	\$20.60	15.81%
MD	Somerset	2	\$23.00	\$30.30	75.91%	2	\$22.90	75.83%
MD	St. Mary's	2	\$25.60	\$353.20	7.25%	2	\$25.40	6.83%
MD	Wicomico	4	\$33.80	\$259.10	13.05%	4	\$34.30	13.53%
MD	Worcester	4	\$56.30	\$204.80	27.49%	4	\$56.10	28.06%
<b>MD Recap: 52 stores with sales of \$559.9 million. Total retail food sales for MD in the study: \$18.54 billion. Food Lion share of MD is 3.02%.</b>								
PA	Franklin	1	\$9.90	\$396.20	2.50%	1	\$9.70	2.34%
PA	York	1	\$4.50	\$1,369.80	0.33%	1	\$4.50	0.33%
<b>PA Recap: 2 stores with sales of \$14.4 million. Total retail food sales for PA in the study: \$5.82 billion. Food Lion share of PA is 0.25%.</b>								
VA	Accomack	2	\$27.90	\$83.80	33.29%	2	\$27.50	34.29%
VA	Albemarle	6	\$56.40	\$566.10	9.96%	6	\$56.20	10.12%
VA	Caroline	2	\$15.40	\$27.30	56.41%	2	\$15.40	56.20%
VA	Chesapeake City	12	\$125.70	\$741.60	16.95%	12	\$122.70	15.81%
VA	Chesterfield	17	\$186.20	\$1,256.00	14.82%	17	\$184.60	14.47%
VA	Dinwiddie	4	\$33.90	\$122.10	27.76%	4	\$33.70	26.64%
VA	Essex	1	\$9.90	\$54.30	18.23%	1	\$9.90	18.40%
VA	Fairfax	2	\$28.10	\$4,669.80	0.60%	2	\$29.80	0.63%
VA	Fauquier	3	\$20.60	\$155.70	13.23%	3	\$20.40	12.70%
VA	Gloucester	2	\$19.80	\$110.90	17.85%	2	\$20.60	21.00%
VA	Goochland	2	\$18.80	\$26.00	72.31%	2	\$18.60	71.26%
VA	Greene	1	\$8.40	\$19.90	42.21%	1	\$8.30	52.20%
VA	Hampton/Newport News	16	\$239.50	\$1,011.60	23.68%	15	\$224.60	21.56%
VA	Hanover	6	\$64.10	\$408.90	15.68%	6	\$63.30	16.01%
VA	Henrico	14	\$168.60	\$1,643.50	10.26%	14	\$166.20	10.26%
VA	Isle of Wight	3	\$31.00	\$84.70	36.60%	3	\$31.20	37.23%
VA	James City	5	\$52.50	\$369.20	14.22%	5	\$59.70	15.09%
VA	King George	2	\$23.40	\$83.10	28.16%	2	\$23.20	28.19%
VA	King William	2	\$26.30	\$36.60	71.86%	2	\$26.30	72.05%
VA	Lancaster	1	\$12.60	\$77.20	16.32%	1	\$12.60	18.86%
VA	Loudoun	3	\$33.20	\$1,306.50	2.54%	3	\$33.80	2.61%
VA	Louisa	2	\$19.70	\$45.60	43.20%	2	\$19.50	43.05%
VA	Madison	1	\$11.90	\$13.10	90.84%	1	\$11.90	90.15%
VA	Mathews	1	\$12.20	\$15.20	80.26%	1	\$12.00	77.92%
VA	Middlesex	1	\$12.50	\$28.60	43.71%	1	\$12.40	43.82%

## IN REVIEW: FOOD LION

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
VA	New Kent	3	\$30.80	\$44.50	69.21%	3	\$30.40	69.25%
VA	Norfolk City	8	\$113.10	\$719.10	15.73%	9	\$125.70	17.01%
VA	Northampton	2	\$19.10	\$31.40	60.83%	2	\$18.90	61.17%
VA	Northumberland	1	\$12.30	\$17.60	69.89%	1	\$12.30	70.29%
VA	Orange	3	\$25.60	\$105.60	24.24%	3	\$25.50	24.71%
VA	Page	2	\$10.10	\$62.30	16.21%	2	\$10.10	16.29%
VA	Portsmouth City	5	\$63.10	\$271.20	23.27%	5	\$62.40	22.62%
VA	Powhatan	2	\$20.40	\$65.30	31.24%	2	\$20.30	31.28%
VA	Prince George	2	\$19.00	\$75.80	25.07%	2	\$18.80	24.87%
VA	Prince William	10	\$116.60	\$1,688.00	6.91%	10	\$119.70	7.50%
VA	Richmond	1	\$11.90	\$20.10	59.20%	1	\$11.90	59.20%
VA	Shenandoah	3	\$36.60	\$102.70	35.64%	3	\$36.50	35.47%
VA	Southampton	2	\$25.60	\$81.40	31.45%	2	\$25.20	26.33%
VA	Spotsylvania	1	\$10.50	\$682.30	1.54%	1	\$11.80	1.78%
VA	Suffolk City	5	\$43.60	\$261.20	16.69%	5	\$43.40	16.68%
VA	Virginia Beach	23	\$244.10	\$1,484.30	16.45%	22	\$231.60	14.70%
VA	Westmoreland	2	\$23.30	\$42.20	55.21%	2	\$23.30	55.34%
VA	York	3	\$31.40	\$161.80	19.41%	3	\$31.70	20.04%

**VA Recap: 189 stores with sales of \$2.12 billion. Total retail food sales for VA in the study: \$20.81 billion. Food Lion share of VA is 10.17%.**

**Mid-Atlantic Recap: 256 stores with sales of \$2.84 billion annually. Mid-Atlantic retail food sales total: \$48.49 billion. Food Lion Per Store Average: \$9.3 million**

Source: Food World, June 2019

# SAUER'S®

*Let's Get Cooking*

We've been adding *delicious* flavor to meals for 130 years.

For more information, call 1-800-688-5676 or email [trade-information@cfsauer.com](mailto:trade-information@cfsauer.com).



## DIRECTORY OF RETAILERS

From page 52

Phone: (301) 918-6500  
 Web: safeway.com  
 Pres.: Tom Lofland  
 VP-Retail Op.: Joe Perry  
 VP-Merch./Mktg.: Matthew Boyd  
 Dir.-Finance: Randy Weist  
 Dir.-HR: Stephanie Ridore  
 Dir.-Pharmacy: Greg Herr  
 Dir.-Mktg.: Kelly Boyd  
 Dir.-Distribution: Brian Schwartz  
 Dir.-Asset Mgmt.: Bob Rosato  
 GM-Dist./Procurement/QC: Tracey Bloedel  
 DMs: Ed Tippett, Bryan Caudle, Monica Shannon, Phil White, Lori Valenzuela, Theresa Farello  
 Sales Mgr.-Grocery: Pat Hildebrand  
 Sales Mgr.-Deli: Angie Marshall  
 Sales Mgr.-Bakery: Christine Hernandez  
 Sales Mgr.-Meat/Seafood: Mike Salisbury  
 Sales Mgr.-Produce: Ricardo Dimarzio  
 Sales Mgr.-Floral: Katie Vazquez  
 Sales Mgr.-GM/HBC: Mike Voss  
 Sales Mgr.-Liquor: Tim Ley  
 Sales Mgr.-Own Brands: Danielle Mulcare  
 Primary Supplier: Direct  
 Food World Stores: 112  
 Food World Vol.: \$2.42 billion

### Save-A-Lot

500 Northwest Plaza  
 St. Ann, MO 63074

Phone: (314) 592-9100  
 Web: savealot.com  
 CEO: Kenneth McGrath  
 Supplier: Direct  
 Food World Stores: 50  
 Food World Vol.: \$291.4 million

### Sharp Shopper

1100 Sharp Ave.  
 Ephrata, PA 17522  
 Phone: (717) 733-9555  
 Fax: (717) 733-9302  
 Web: sharpshopper.net  
 Owners: Dennis Sharp, Bonnie Sharp  
 Primary Supplier  
 Food World Stores: 3  
 Food World Vol.: \$29.8 million

### Shoppers Food & Pharmacy

Div. of UNFI  
 4931 Tesla Dr., Ste. B  
 Bowie, MD 20715  
 Phone: (301) 306-8600  
 Web: shoppersfood.com  
 CEO: Steve Spinner  
 Primary Supplier: UNFI  
 Food World Stores: 44  
 Food World Vol.: \$1.21 billion

### ShopRite

5000 Riverside Dr.  
 Keasby, NJ 08832  
 Phone: (908) 527-3300

Web: shoprite.com  
 Chmn./CEO: Joseph Colalillo  
 Pres./COO: Joseph Sheridan  
 Food World Stores: 21 (includes Price Rite)  
 Food World Vol.: \$1.21 billion  
 \*This is the retail arm of wholesaler grocery co-op Wakefern Food Corp. All of the ShopRite stores are independently owned.

### Sprouts Farmers Market

5455 E. High St., Ste. 111  
 Phoenix, AZ 85054  
 Phone: (480) 814-8016  
 Web: sprouts.com  
 Interim Co-CEOs: Jim Nielsen, Brad Lukow  
 Chief Operations Officer: Dan Sanders  
 Chief Merch. Officer: Dave McGlinchey  
 SVP-East: Dan Croce  
 Primary Supplier: Direct  
 Food World Stores: 2  
 Food World Vol.: \$35.8 million

### Streets Market & Café

2400 14th St. NW  
 Washington, DC 20009  
 Phone: (202) 265-3300  
 Web: streetsmarket.com  
 VP-Campbell Burns  
 Primary Supplier: Direct  
 Food World Stores: 7  
 Food World Vol.: \$49.9 million

### Trader Joe's

East Coast Div.  
 711 Atlantic Ave.  
 Boston, MA 02111  
 Phone: (857) 400-3400  
 Web: traderjoes.com  
 CEO: Dan Bane  
 Supplier: Direct  
 Food World Stores: 26  
 Food World Vol.: \$548.7 million

### Tri-State Co-Op

506 E. Gibbsboro Rd.  
 Lindenwold, NJ 08021  
 Phone: (856) 783-2534  
 web: tristatecoop.com  
 Pres.: Paul Buckley  
 Food World Stores: 4  
 Food World Vol.: \$28.4 million  
 \*This is the marketing office for several smaller independent retailers operating in Maryland, Pennsylvania and New Jersey. They are supplied by UNFI.

### Wegmans Food Markets, Inc.

1500 Brooks Ave.  
 P.O. Box 30844  
 Rochester, NY 14603-0844  
 Phone: (585) 328-2550  
 Web: wegmans.com  
 Chmn.: Danny Wegman  
 CEO/Pres.: Colleen Wegman

See **DIRECTORY** on page 66

**From French's® to Grill Mates®, McCormick® brings the brands that can take grilling to the next level.**

**Check out: [www.grillyourbest.com](http://www.grillyourbest.com) for epic recipes, tips, and more.**

© 2018 McCormick & Co., Inc.



**ALL NATURAL**  
**RAISED ON AMERICAN**  
**FAMILY FARMS**

POWERED BY  
**CLEMENS**  
FOOD GROUP

For more information or to place an order, contact your Clemens Food Group representative, call 800.523.5291 or visit [SimplyHatfield.com](http://SimplyHatfield.com)

# DIRECTORY OF RETAILERS

From page 64

Primary Supplier: Direct  
Food World Stores: 21  
Food World Vol.: \$1.64 billion

## Weis Markets, Inc.

1000 S. 2nd St.  
Sunbury, PA 17801  
Phone: (570) 286-4571  
Web: weismarkets.com  
Chairman/CEO: Jonathan Weis  
COO: Kurt Schertle  
SVP/CFO/Treasurer: Scott Frost  
SVP-Real Estate/Store Dev.: Rusty Graber  
SVP-HR: Jim Marcil  
SVP-Operations: David Gose  
SVP-Merch./Marketing: Richard Gunn  
SVP-Supply Chain/Logistics: Wayne Bailey  
VP/CIO: Greg Zeh  
VP/Corp. Controller: Jeanette Rogers  
VP-Advertising/Marketing: Ron Bonnaci  
VP-Center Store/Merch.: Donna Banks-Ficcio  
VP-Asset Protection: Will England  
VP-Pharmacy: Rick Seipp  
VP-Distribution: Joe Kleman  
VP-Operational Admin.: John Neuberger  
VP-Const./Store Dev.: Kevin Small  
VP-Real Estate/Legal Affairs: Jack O'Hara  
VP-Talent Dev./Associate Rel.: Bob Cline  
Regional VPs: Brent Mertes, James Daly, Wendy Oliver  
Dir.-Produce: Mickey Stringham  
Dir.-Bakery: Carl Hughes  
Dir.-GM/HBC/GNFDS: Steve Davis  
Dir.-Marketing/Adv.: Maria Rizzo  
Dir.-Center Store Merch.: Brian Bosworth  
Dir.-Deli/Foodservice: Elaine Cole  
Dir.-Center Store Sales-Dairy/Frozen/Comms.: Michelle Dorin  
Dir.-Meat Merch.: Doug Becker  
Dir.-Floral: Lucy Jason  
Dir.-Seafood: Dale Lubold  
Dir.-Business Systems: Tom Mowrey Jr.  
Dir.-Merch. Technologies: Mike Zettlemoyer  
Dir.-Purchasing: Eric Erikson  
Primary Supplier: Direct  
Food World Stores: 105  
Food World Vol.: \$1.54 billion

## Whole Foods Market

Div. of Amazon  
Mid-Atlantic Div.  
5515 Security Ln., Ste. 900  
Rockville, MD 20852  
Phone: (301) 984-4874  
Web: wholefoodsmarket.com  
CEO: John Mackey  
Reg. Pres: Scott Allshouse  
Food World Stores: 29  
Food World \$1.02 billion

## DRUG STORES

### CVS Caremark

One CVS Dr.  
Woonsocket, RI 02895  
Phone: (401) 765-1500  
Web: cvs.com  
CEO/Pres.: Larry Merlo  
Food World Stores: 630  
Food World Vol.: \$3.09 billion  
\*Includes both standalone stores and

pharmacies within Target locations.

## Rite Aid

30 Hunter Ln.  
Camp Hill, PA 17011  
PO. Box 3165  
Harrisburg, PA 17105  
Phone: (717) 761-2633  
Web: riteaid.com  
COO: Bryan Everett  
Food World Stores: 325  
Food World Vol.: \$1.08 billion

## Walgreens

200 Wilmot Rd.  
Deerfield, IL 60015  
Phone: (847) 940-2500  
Web: walgreens.com  
CEO: Stefano Pessina  
Food World Stores: 225  
Food World Vol.: \$1.16 billion

## CONVENIENCE STORES

### 7-Eleven

3200 Hackberry Rd.  
Irving, TX 75063  
Phone: (972) 828-7011  
Web: 7-eleven.com  
Pres./CEO: Joseph DePinto  
Primary Supplier: McLane  
Food World Stores: 1,125  
Food World Vol.: \$2.04 billion

### Circle K Convenience Stores, Inc.

Div. of Couche-Tard  
935 E. Tallamadge Ave.  
Akron, OH 44310  
Phone: (330) 630-6300  
1100 Situs Ct., Ste. 100  
Raleigh, NC 27606  
Phone: (919) 774-6700  
Web: circlek.com  
Pres./CEO Brian P. Hannasch  
Food World Stores: 33  
Food World Vol.: \$57.8 million

### Dash In

Div. of The Wills Group  
6355 Crain Hwy.  
La Plata, MD 20646  
Phone: (301) 934-2200  
Pres.: Julian B. Wills III  
Web: dashin.com  
Primary Supplier: McLane  
Food World Stores: 44  
Food World Vol.: \$77.3 million

### Fas Mart/Shore Shop Stores

Div. of GPM Investments  
8565 Magellan Pkwy., Ste. 400  
Richmond, VA 23227  
Phone: (804) 730-1568  
Web: fasmart.com  
CEO: Arie Kotler  
Primary Supplier: McLane  
Food World Stores: 100  
Food World Vol.: \$150.7 million

### High's of Baltimore, LLC

Div. of Carroll Independent Fuel Co.  
2700 Loch Raven Rd.  
Baltimore, MD 21218

Phone: (410) 859-3636  
Web: highsstores.com  
Pres.: John Phelps  
Primary Supplier: Liberty  
Food World Stores: 47  
Food World Vol.: \$68.5 million

## Miller Marts

1000 E. City Hall Ave.  
Norfolk, VA 23504  
Phone: (757) 623-6600  
Web: milleroil.com  
Pres.: Jeff Miller  
Primary Supplier: Davenport  
Food World Stores: 19  
Food World Vol.: \$28.5 million

## Royal Farms

3611 Roland Ave.  
Baltimore, MD 21211  
Phone: (410) 889-0200  
Web: royalfarms.com  
Pres.: John Kemp  
Primary Supplier: Cooper Booth  
Food World Stores: 182  
Food World Vol.: \$358.9 million

## Rutter's

Div. of CHR Corp.  
2295 Susquehanna Trail, Ste. C  
York, PA 17404  
Phone: (717) 848-9827  
Web: rutters.com  
Pres.: Scott Hartman  
Primary Supplier: Core-Mark  
Food World Stores: 67  
Food World Vol.: \$118.9 million

## Sheetz, Inc.

5700 6th Ave.  
Altoona, PA 16602  
Phone: (814) 946-3611  
Web: sheetz.com  
CEO/Pres.: Joe Sheetz  
Primary Supplier: Direct  
Food World Stores: 135  
Food World Vol.: \$480.3 million

## Turkey Hill Minit Markets

Div. of EG Group  
257 Centerville Rd.  
Lancaster, PA 17603  
Phone: (717) 299-8908  
Web: www.turkeyhillstores.com  
Primary Supplier: Core-Mark  
Food World Stores: 116  
Food World Vol.: \$159.6 million

## Wawa, Inc.

Red Roof, 260 W. Baltimore Pike  
Wawa, PA 19063  
Phone: (610) 358-8000  
Web: wawa.com  
CEO: Chris Gheysens  
Primary Supplier: McLane/Direct  
Food World Stores: 157  
Food World Vol.: \$938.87 million

## XtraMart Convenience Stores

Div. of Global Partners  
800 South St., Ste. 500  
Waltham, MA 02453  
Phone: (800) 243-6366

Web: xtramart.com  
CEO: Eric Slifka  
Food World Stores: 2  
Food World Vol.: \$4.16 million

## WHOLESALE CLUBS

### BJ's Wholesale Club

25 Research Dr.  
Westborough, MA 01581  
Phone: (774) 512-7400  
Web: bjs.com  
CEO: Christopher Baldwin  
Food World Stores: 29  
Food World Vol.: \$907 million (grocery/HBC only)

### Costco

Northeast Div.  
45940 Horseshoe Dr., Ste. 150  
Sterling, VA 20166  
Phone: (703) 406-6800  
Web: costco.com  
Pres. Craig Jelinek  
Northeast Div. SVP/GM: Jeffrey Long  
Food World Stores: 30  
Food World Vol.: \$1.52 billion (grocery/HBC only)

### Sam's Club

2101 SE Simple Savings Dr.  
Bentonville, AR 72716  
Phone: (501) 273-4000  
Web: samsclub.com  
CEO/Pres.: John Furner  
Food World Stores: 26  
Food World Vol.: \$892.5 million (grocery/HBC only)

## MASS MERCHANDISERS

### Kmart

Div. of Transform Holdco.  
3333 Beverly Rd.  
Hoffman Estates, IL 60179  
Phone: (847) 286-2500  
CEO: Edward Lampert  
Food World Stores: 20  
Food World Vol.: \$117.8 million (grocery/HBC only)

### Target

1000 Nicollet Mall  
Minneapolis, MN 55402  
Phone: (612) 304-6073  
Web: target.com  
CEO: Brian Cornell  
Food World Stores: 104 (includes Super Target)  
Food World Vol.: \$1.49 billion (grocery/HBC only)

### Walmart

702 Southwest 8th St.  
Bentonville, AR 72716  
Phone: (479) 273-4000  
Web: walmart.com  
Pres./CEO: Doug McMillon  
Pres/CEO - U.S.: Greg Foran  
Food World Stores: 163 (includes Super-Center/Neighborhood Mkt.)  
Food World Vol.: \$5.17 billion (grocery/HBC only)

## IN REVIEW: WHOLE FOODS

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
DC	Washington	5	\$188.20	\$2,048.30	9.19%	4	\$150.80	8.12%
<b>DC Recap: 5 stores with sales of \$188.2 million. Total retail food sales for DC in the study: \$2.05 billion. Whole Foods share of DC is 9.19%.</b>								
MD	Anne Arundel	1	\$45.30	\$2,073.40	2.18%	1	\$45.10	2.17%
MD	Baltimore City	2	\$60.80	\$1,367.50	4.45%	2	\$60.50	4.32%
MD	Howard	1	\$31.90	\$1,040.60	3.07%	1	\$31.60	3.09%
MD	Montgomery	5	\$198.10	\$3,226.30	6.14%	5	\$197.50	6.19%
MD	Prince George's	1	\$28.10	\$2,857.40	0.98%	1	\$28.30	0.99%
<b>MD Recap: 10 stores with sales of \$364.2 million. Total retail food sales for MD in the study: \$18.54 billion. Whole Foods share of MD is 1.96%.</b>								
PA	Lancaster	1	\$33.10	\$1,473.50	2.25%	0	\$0.00	0.00%
<b>PA Recap: 1 store with sales of \$33.1 million. Total retail food sales for PA in the study: \$5.82 billion. Whole Foods share of PA is 0.57%.</b>								
VA	Albemarle	1	\$32.30	\$566.10	5.71%	1	\$32.50	5.85%
VA	Arlington	2	\$70.90	\$793.20	8.94%	2	\$70.60	9.18%
VA	Fairfax	6	\$218.40	\$4,669.80	4.68%	6	\$216.50	4.59%
VA	Hampton/Newport News	1	\$28.30	\$1,011.60	2.80%	1	\$28.10	2.70%
VA	Henrico	1	\$20.40	\$1,643.50	1.24%	1	\$20.80	1.28%
VA	Loudoun	1	\$29.20	\$1,306.50	2.23%	1	\$29.40	2.27%
VA	Virginia Beach	1	\$34.20	\$1,484.30	2.30%	1	\$34.50	2.19%

**VA Recap: 13 stores with sales of \$433.7 million. Total retail food sales for VA in the study: \$20.81 billion. Whole Foods share of VA is 2.08%.**

**Mid-Atlantic Recap: 29 stores with sales of \$1.02 billion annually. Mid-Atlantic retail food sales total: \$48.49 billion.**

**Whole Foods Per Store Average: \$35.1 million**

Source: *Food World*, June 2019

0 CALORIES  
0 SWEETENERS

BRING HOME  
THE  
EXTRAORDINAIRE

© 2019 Nestlé Waters North America Inc.

# Trade Treks To Barnesville, PA's Mountain Valley Golf Course For Annual Boyer's Markets Outing

The Annual Harold Boyer Memorial Golf Outing was held June 10 at Mountain Valley Golf Course in Barnesville, PA. Among those attending the foggy, soggy event were: Blake Miller (standing l), Weber Advertising; Dean Walker (standing r), Boyer's Markets; Chris Heider (seated l) and Jim Weber, Weber Advertising.



Boyer's Markets' Anthony Gigliotti (2nd from r) is joined in this photo by (l-r) Rich Rohrbach, Hershey; Allan Conte, Integrity ESM; and Ed Burda, Utz.

Jeanne Boyer Porter (2nd from r) is joined here by (l-r) Victor Muncy, Ed Keyworth and Jeff O'Neill, all with M&T Bank.



This foursome features (l-r) Pat Yarrish of Schmidt Baking along with Tasty Baking's Ron Benner, Dave Stout and Dave Forsberg.



This group photo includes (l-r) Chad Ott, Mehmert; Kevin Kerschner, Boyer's Markets; Dave Nestlund and Joe Texter, Triangle Refrigeration.



This Integrity ESM trio features Paul McGurkin (l), Jim Morrison (c) and Pat O'Connell.



David Sterns (l) of Milford Valley is joined here by Nick Buchanan of Brandywine Brokerage.



These industry vets are (l-r) Rick Glover, Bubba Burgers; Dave Solmen, Biery Cheese; Mike Gifford, Blount Foods; and Allan Perkins, JOH.



Joe Cutrone (c) of Boyer's Markets is flanked in this photo by Rich Robbins (l) and Mark Voorhees of UNFI.



These folks are: (standing l-r) Nancy Rogers-Fluharty, Pace Target Brokers; Ron Campolungo, UNFI; (seated l-r) Emily Frazier, Guttenplan's; Mellisa Erickson and Tom Bellizia, Boyer's Markets.

# Baked Locally, Wanted Everywhere

**Introducing Our New  
647 Carb Smart Multigrain!**



**Available For Your Stores Now!  
Contact 866.498.2253**



# PENNSYLVANIA COUNTY SHARE OF MARKET: 2019

Total sales for those Pennsylvania counties included in the study are \$5.82 billion

Rank	Company	Stores	Sales (in millions)	% of Market
------	---------	--------	---------------------	-------------



## ADAMS COUNTY (\$181.9 million) (Includes Gettysburg, Littlestown)

• Population .....	102,336	• Female .....	50.7%
• # of households .....	38,818	• White .....	89.1%
• Median income .....	\$62,661	• Black .....	2.0%
• Under age 18 .....	20.2%	• Hispanic .....	7.1%
• Over age 65 .....	19.7%	• Asian .....	0.9%

1	Giant/Martin's	1	\$51.37	28.24%
2	Kennie's Markets	3	\$32.90	18.09%
3	Weis Markets	2	\$25.60	14.07%
4	Walmart	1	\$18.30	10.06%
5	Sheetz	4	\$15.70	8.63%
6	Rutter's Farm Stores	4	\$7.80	4.29%
7	7-Eleven	4	\$7.70	4.23%
8	Rite Aid	2	\$5.60	3.08%
9	CVS	1	\$4.50	2.47%
10	Turkey Hill	2	\$2.70	1.48%
11	Royal Farm Stores	1	\$2.10	1.15%
12	C&S Independents	2	\$0.37	0.20%
		<b>27</b>	<b>\$174.64</b>	<b>96.01%</b>



## CUMBERLAND COUNTY (\$994.2million) (Includes Carlisle, Mechanicsville)

• Population .....	250,066	• Female .....	50.5%
• # of households .....	97,919	• White .....	85.9%
• Median income .....	\$65,544	• Black .....	4.2%
• Under age 18 .....	20.4%	• Hispanic .....	3.9%
• Over age 65 .....	18.1%	• Asian .....	4.4%

1	Giant/Martin's	9	\$380.29	38.25%
2	Walmart (SuperCenter)	4	\$100.70	10.13%
3	Weis Markets	5	\$78.58	7.90%
4	Karns Prime & Fancy Foods	4	\$72.00	7.24%
5	CVS+	14	\$59.10	5.94%
6	Wegmans	1	\$54.20	5.45%
7	Rite Aid	12	\$41.60	4.18%
8	Sheetz	12	\$40.10	4.03%
9	BJ's Wholesale Club	1	\$34.20	3.44%
10	Sam's Club	1	\$28.10	2.83%
11	Target	2	\$27.70	2.79%
12	Aldi	3	\$19.90	2.00%
13	Military Commissaries	1	\$12.35	1.24%
14	Grocery Outlet	2	\$12.10	1.22%
15	Turkey Hill	8	\$12.10	1.22%

16	Kmart	2	\$10.80	1.09%
17	Rutter's Farm Stores	4	\$7.70	0.77%
		<b>85</b>	<b>\$991.52</b>	<b>99.73%</b>



## DAUPHIN COUNTY (\$941.9 million) (Includes Harrisburg, Middletown, Millersburg)

• Population .....	275,710	• Female .....	51.5%
• # of households .....	111,489	• White .....	65.9%
• Median income .....	\$57,071	• Black .....	19.1%
• Under age 18 .....	22.5%	• Hispanic .....	9.2%
• Over age 65 .....	16.5%	• Asian .....	4.7%

1	Giant/Martin's	8	\$360.85	38.31%
2	Weis Markets	6	\$71.90	7.63%
3	Walmart (SuperCenter)	2	\$70.50	7.48%
4	CVS+	14	\$59.50	6.32%
5	Sheetz	13	\$52.70	5.60%
6	Karns Prime & Fancy Foods	3	\$52.00	5.52%
7	Costco	1	\$43.10	4.58%
8	Rite Aid	12	\$37.50	3.98%
9	Sam's Club	1	\$31.40	3.33%
10	Target	2	\$24.10	2.56%
11	Turkey Hill	16	\$18.90	2.01%
12	Aldi	2	\$17.10	1.82%
13	Tri-State Co-Op	3	\$15.10	1.60%
14	ShopRite (Price Rite)	1	\$14.40	1.53%
15	C&S Independents	9	\$12.71	1.35%
16	Kmart	2	\$11.40	1.21%
17	Sharp Shopper	1	\$10.10	1.07%
18	Boyer's Markets	1	\$9.36	0.99%
19	Save-A-Lot	1	\$5.80	0.62%
20	Grocery Outlet	1	\$5.70	0.61%
21	7-Eleven	3	\$5.50	0.58%
22	Rutter's Farm Stores	2	\$4.20	0.45%
		<b>104</b>	<b>\$933.82</b>	<b>99.14%</b>



## FRANKLIN COUNTY (\$396.2 million) (Includes Chambersburg, Greencastle, Waynesboro)

• Population .....	154,234	• Female .....	50.9%
• # of households .....	60,102	• White .....	87.9%
• Median income .....	\$58,267	• Black .....	4.1%
• Under age 18 .....	22.3%	• Hispanic .....	5.8%
• Over age 65 .....	19.2%	• Asian .....	1.1%

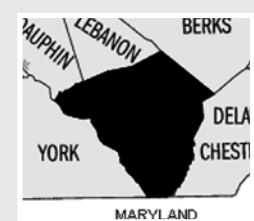
1	Giant/Martin's	3	\$104.33	26.33%
2	Walmart (SuperCenter)	2	\$71.40	18.02%
3	Sheetz	8	\$28.30	7.14%
4	Weis Markets	2	\$27.84	7.03%
5	BJ's Wholesale Club	1	\$26.10	6.59%

See PENNSYLVANIA COUNTY SHARE on page 71

# PENNSYLVANIA COUNTY SHARE OF MARKET: 2019

Continued from page 70

6	Great Valu	2	\$21.10	5.33%
7	CVS+	5	\$19.80	5.00%
8	Rite Aid	4	\$14.40	3.63%
9	Target	1	\$14.40	3.63%
10	Rutter's Farm Stores	7	\$14.20	3.58%
11	Food Lion	1	\$9.90	2.50%
12	Save-A-Lot	2	\$7.30	1.84%
13	Aldi	1	\$6.70	1.69%
14	Grocery Outlet	1	\$6.20	1.56%
15	C&S Independents	5	\$5.10	1.29%
16	Walgreens	1	\$5.00	1.26%
17	Turkey Hill	1	\$2.00	0.50%
		<b>47</b>	<b>\$384.07</b>	<b>96.94%</b>

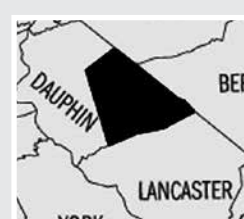


**LANCASTER COUNTY (\$1.5 billion)**  
(Includes Lancaster, Ephrata)

- Population ..... 542,903
- # of households ..... 198,565
- Median income ..... \$61,492
- Under age 18 ..... 23.8%
- Over age 65 ..... 17.5%
- Female ..... 51.0%
- White ..... 81.9%
- Black ..... 5.0%
- Hispanic ..... 10.5%
- Asian ..... 2.5%

1	Giant/Martin's	10	\$332.96	22.60%
2	C&S Independents	31	\$244.81	16.61%
3	Weis Markets	13	\$238.11	16.16%
4	Walmart (SuperCenter)	3	\$113.70	7.72%
5	CVS+	22	\$95.60	6.49%
6	Turkey Hill	61	\$85.30	5.79%
7	Wegmans	1	\$57.40	3.90%
8	Target	3	\$45.20	3.07%
9	Sheetz	13	\$43.80	2.97%
10	Whole Foods	1	\$33.10	2.25%
11	Costco	1	\$28.50	1.93%
12	Grocery Outlet	4	\$23.10	1.57%
13	BJ's Wholesale Club	1	\$22.10	1.50%
14	Aldi	3	\$21.40	1.45%
15	Kmart	4	\$20.60	1.40%
16	Wawa	4	\$20.28	1.38%
17	Rite Aid	6	\$15.90	1.08%
18	Redner's Markets	1	\$12.90	0.88%
19	Sharp Shopper	1	\$9.40	0.64%
20	Rutter's Farm Stores	4	\$8.50	0.58%
21	Save-A-Lot	1	\$5.70	0.39%
22	Walgreens	1	\$4.90	0.33%


23	Royal Farm Stores	1	\$2.00	0.14%
		<b>190</b>	<b>\$1,485.26</b>	<b>100.8%*</b>



**LEBANON COUNTY (\$366.1 million)**  
(Includes Lebanon)

- Population ..... 139,754
- # of households ..... 52,792
- Median income ..... \$57,698
- Under age 18 ..... 22.9%
- Over age 65 ..... 19.1%
- Female ..... 50.9%
- White ..... 82.1%
- Black ..... 3.5%
- Hispanic ..... 13.3%
- Asian ..... 1.5%

1	Walmart (SuperCenter)	2	\$75.10	20.51%
2	Giant/Martin's	2	\$59.67	16.30%
3	C&S Independents	8	\$52.75	14.41%
4	Weis Markets	3	\$47.65	13.02%
5	Redner's Markets	2	\$30.70	8.39%
6	Rite Aid	5	\$16.00	4.37%
7	CVS	4	\$15.60	4.26%
8	Turkey Hill	11	\$15.30	4.18%
9	ShopRite (Price Rite)	1	\$12.10	3.31%
10	Sheetz	2	\$8.40	2.29%
11	Save-A-Lot	1	\$6.40	1.75%
12	Grocery Outlet	1	\$6.20	1.69%
13	Aldi	1	\$5.90	1.61%
14	Kmart	1	\$4.90	1.34%
15	IGA	1	\$2.86	0.78%
16	Rutter's Farm Stores	1	\$2.30	0.63%
17	7-Eleven	1	\$1.40	0.38%
		<b>47</b>	<b>\$363.23</b>	<b>99.22%</b>



**PERRY COUNTY (\$92.4 million)**  
(Includes New Bloomfield)

- Population ..... 46,127
- # of households ..... 17,936
- Median income ..... \$60,847
- Under age 18 ..... 21.5%
- Over age 65 ..... 18.0%
- Female ..... 49.4%
- White ..... 95.3%
- Black ..... 1.0%
- Hispanic ..... 2.0%
- Asian ..... 0.5%

1	Giant/Martin's	1	\$22.56	24.42%
2	Weis Markets	1	\$15.42	16.69%
3	Tri-State Co-Op	1	\$13.30	14.39%
4	Karns Prime & Fancy Foods	1	\$13.25	14.34%
5	Rite Aid	3	\$12.50	13.53%
6	Sheetz	2	\$9.80	10.61%
7	C&S Independents	4	\$2.04	2.21%
8	Rutter's Farm Stores	1	\$2.00	2.16%
		<b>14</b>	<b>\$90.87</b>	<b>98.34%</b>

See PENNSYLVANIA COUNTY SHARE on page 72

## Affinity Group Acquires Matrix Sales & Marketing And Jon Morris & Co.

Affinity Group has announced its recent acquisitions of two retail sales and marketing agencies: Matrix Sales & Marketing and Jon Morris & Co. The Affinity Group is a professional sales agency serving multiple food industry channels across North America that was founded in 2014.

Matrix Sales & Marketing is a Cumberland, RI-based perishables food brokerage with a focus on dairy, frozen, deli, meat, produce and specialty cheese products that was founded in 2001 to build and develop brands for its partners including many local, regional, national, and corporate brands.

Jon Morris & Co., one of the largest bakery brokerage firms along the east coast, specializes in the sales and marketing of bakery and deli items to retail, industrial, and supermarket bakeries, and maintains offices in South Portland, ME, Braintree, MA, and Salisbury NC.

Enzo Dentico, CEO of Affini-

ty Group Retail, stated, "Both Jon Morris & Co. and Matrix Sales & Marketing have a tremendous history of success in our industry and are excellent solutions-oriented sales agencies that primarily focus on the perimeter of the retail store." Added Bill Chiodo, who began his duties as president of Affinity on May 20, added, "These successful businesses will be integrated as key partners of Affinity Group Retail, and complement our existing business in the Northeast and Midwest while also extending our market presence through the Carolinas, Georgia, and Florida. We are excited and thrilled to bring the talented leaders and associates found in both companies into Affinity Group Retail."

On the acquisition of his agency, Steve DeBonis, president of Matrix Sales & Marketing, remarked, "We have been highly impressed with Affinity Group and their success in the market. Their operating model and go-to-market approach fit per-

fectly with the way we have been doing business successfully for many years. Their systems and training are proven effective and they continue to generate high levels of success for customers and clients. We are delighted to become part of the dynamic Affinity Group Retail organization."

Henry Deegan, CEO of Jon Morris also commented, "We have always held Affinity Group in high regard and respect the talent of their associates and their commitment to superior execution and results. Their outstanding orientation toward providing effective solutions to their clients and customers fits very well with our model. We also like that their owners are highly engaged in the business and focused on collaborating with clients and customers on business development and innovative initiatives. Our combined bakery expertise is particularly exciting as an area we see tremendous growth for the entire company."

## No Kittens.

No celebrity gossip. No selfies. No recipes.



We only tweet about the important stuff.



Breaking news covering the industry from New England to the Carolinas.

Follow us on Twitter @FoodTradeNews

## PENNSYLVANIA COUNTY SHARE OF MARKET: 2019

Continued from page 71



### YORK COUNTY (\$1.4 billion) (Includes Hanover, Shrewsbury, York)

• Population .....	446,078	• Female .....	50.6%
• # of households .....	169,667	• White .....	83.5%
• Median income .....	\$61,707	• Black .....	6.8%
• Under age 18 .....	22.2%	• Hispanic .....	7.5%
• Over age 65 .....	17.1%	• Asian .....	1.5%

1	Giant/Martin's	10	\$442.98	32.34%
2	Walmart (SuperCenter)	6	\$179.80	13.13%
3	Weis Markets	8	\$166.79	12.18%
4	Sam's Club	2	\$80.90	5.91%
5	Rutter's Farm Stores	44	\$72.20	5.27%
6	CVS+	13	\$55.90	4.08%
7	Target	3	\$46.30	3.38%
8	C&S Independents	15	\$45.10	3.29%
9	Rite Aid	16	\$42.50	3.10%
10	Sheetz	12	\$37.60	2.74%
11	Aldi	3	\$25.20	1.84%
12	Turkey Hill	17	\$23.30	1.70%

13	Grocery Outlet	3	\$19.60	1.43%
14	BJ's Wholesale Club	1	\$18.40	1.34%
15	Royal Farm Stores	7	\$16.80	1.23%
16	Walgreens	3	\$15.30	1.12%
17	ShopRite (Price Rite)	1	\$12.80	0.93%
18	Great Valu	1	\$12.10	0.88%
19	Kennie's Markets	1	\$11.80	0.86%
20	IGA	1	\$11.70	0.85%
21	Kmart	1	\$8.30	0.61%
22	Save-A-Lot	1	\$5.20	0.38%
23	Food Lion	1	\$4.50	0.33%
		<b>170</b>	<b>\$1,355.07</b>	<b>98.92%</b>

( ) Name in parentheses indicates another banner used by the company.

\*Combined retailer sales exceed 100% due to spill-in from other areas. Because of consumers purchasing items in one county, but residing in an adjacent one, or due to summer tourist traffic, leakage can occur. County food sales are formulated from population and annual expenditures of county residents.

+ Stand-alone CVS and in-Target pharmacies

Source: Food World, June 2019

## IN REVIEW: SAFEWAY

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
DC	Washington	12	\$312.05	\$2,048.30	15.23%	12	\$296.64	15.98%
<b>DC Recap: 12 stores with sales of \$312.05 million. Total retail food sales for DC in the study: \$2.05 billion. Safeway share of DC is 15.23%.</b>								
DE	Kent	1	\$22.01	\$462.80	4.76%	1	\$17.73	3.82%
DE	Sussex	1	\$14.74	\$822.30	1.79%	1	\$16.62	2.06%
<b>DE Recap: 2 stores with sales of \$36.75 million. Total retail food sales for DE in the study: \$1.29 billion. Safeway share of DE is 2.86%.</b>								
MD	Anne Arundel	8	\$192.36	\$2,073.40	9.28%	8	\$193.90	9.34%
MD	Baltimore City	3	\$69.01	\$1,367.50	5.05%	3	\$70.74	5.05%
MD	Baltimore County	6	\$114.01	\$2,841.20	4.01%	6	\$117.78	4.24%
MD	Calvert	2	\$53.66	\$335.20	16.01%	2	\$58.02	18.83%
MD	Carroll	3	\$85.81	\$583.20	14.71%	3	\$87.82	14.65%
MD	Charles	3	\$82.45	\$463.20	17.80%	4	\$93.02	19.39%
MD	Frederick	2	\$29.85	\$790.30	3.78%	3	\$41.56	5.34%
MD	Harford	1	\$27.28	\$876.90	3.11%	1	\$27.26	3.15%
MD	Howard	3	\$67.02	\$1,040.60	6.44%	3	\$71.73	7.01%
MD	Montgomery	18	\$405.16	\$3,226.30	12.56%	18	\$406.97	12.75%
MD	Prince George's	9	\$214.40	\$2,857.40	7.50%	9	\$209.46	7.36%
MD	Queen Anne's	1	\$41.15	\$130.40	31.56%	1	\$41.21	31.63%
<b>MD Recap: 59 stores with sales of \$1.38 billion. Total retail food sales for MD in the study: \$18.54 billion. Safeway share of MD is 7.46%.</b>								
VA	Arlington	4	\$63.33	\$793.20	7.98%	4	\$64.96	8.45%
VA	Culpeper	1	\$10.15	\$141.60	7.17%	1	\$10.44	7.23%
VA	Fairfax	25	\$493.72	\$4,669.80	10.57%	25	\$500.22	10.62%
VA	Fauquier	1	\$15.92	\$155.70	10.22%	1	\$16.99	10.58%
VA	Loudoun	4	\$47.89	\$1,306.50	3.67%	4	\$48.37	3.74%
VA	Prince William	4	\$62.17	\$1,688.00	3.68%	4	\$64.48	4.04%

**VA Recap: 39 stores with sales of \$693.18 million. Total retail food sales for VA in the study: \$20.81 billion. Safeway share of VA is 3.33%.**

**Mid-Atlantic Recap: 112 stores with sales of \$2.42 billion annually. Mid-Atlantic retail food sales total: \$48.49 billion.**

**Safeway Per Store Average: \$21.6 million**

Source: Food World, June 2019

**We test for the presence of six different antibiotics.**

**This goes above and beyond what state and federal regulations require.**

**Cloverland FARMS DAIRY**

**Better Cows. Better Milk.**

Our Farmers Pledge  
**NO ARTIFICIAL GROWTH HORMONE USED**

DELIVERING QUALITY SINCE 1919

**Baltimore & Virginia  
410-235-4477**

**Eastern Shore & Delaware  
800-628-5016**

# Central Pennsylvania Supermarket Leaders: Shake-Up In Lancaster County Causes Independent Closures; Giant Remains Undisputed Leader

- Giant Share Inches Up To 49.86%
- Weis Solidly In 2nd At 19.09%
- Market Pressures Force Indies' Dip
- IPO Ahead, Grocery Outlet Adds 2
- Wegmans, WFM Cause Lanc. Chaos

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Giant/Martin's	44	\$1,755.01	49.86%	42	\$1,732.09	49.63%
2	Weis Markets	40	\$671.89	19.09%	40	\$659.84	18.91%
3	C&S Independents	74	\$362.88	10.31%	85	\$457.85	13.12%
4	Karns Prime & Fancy Foods	8	\$137.25	3.90%	8	\$135.25	3.88%
5	Wegmans	2	\$111.60	3.17%	1	\$53.90	1.54%
6	Aldi	13	\$96.20	2.73%	11	\$77.50	2.22%
7	Grocery Outlet	12	\$72.90	2.07%	10	\$62.70	1.80%
8	Kennie's Markets	4	\$44.70	1.27%	4	\$45.40	1.30%
9	Redner's Markets	3	\$43.60	1.24%	3	\$44.50	1.27%
10	ShopRite (Price Rite)	3	\$39.30	1.12%	3	\$39.40	1.13%
<b>Total</b>		<b>203</b>	<b>\$3,335.33</b>	<b>94.76%</b>	<b>207</b>	<b>\$3,308.43</b>	<b>94.79%</b>

The chart above lists the top 10 supermarket retailers in the Central Pennsylvania market. Counties/cities included are: Adams, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, Perry and York. Petroleum sales are not included. ( ) Name in parentheses indicates another banner used by the company.

Total supermarket sales for the area are \$ 3.52 billion.

Source: Food World, June 2019

## TRADE CALENDAR

### June 23-25

The Summer Fancy Food Show will be held at the Javits Center in New York City. For more information, go to [www.specialtyfood.com/shows-events/summer-fancy-food-show](http://www.specialtyfood.com/shows-events/summer-fancy-food-show).

### July 8-9

The annual Weis Markets golf outing will be held at area courses, followed by dinner at the Sojka Arena at Bucknell University.

### July 15

Ahold Delhaize USA Family Foundation will hold its annual golf outing at 13 area golf courses followed by dinner at Hershey Lodge. Registration begins at 7:30 a.m. Sponsor dinner will be held at Hershey Lodge the night before beginning at 6:00 p.m.

### July 17

Redner's Markets will host its annual GWR Memorial Golf Outing in five courses in the area, followed by dinner at Willow Glen Picnic Grove. For more in-

formation, contact Dan Eberhart, 484.428.5732 or [deberhart@rednersmarkets.com](mailto:deberhart@rednersmarkets.com), or Eric White, 484.248.5730 or [ewhite@rednersmarkets.com](mailto:ewhite@rednersmarkets.com).

### July 30-31

C&S will hold its Robesonia trade show at the York Fairgrounds in York, PA.

### August 21-22

C&S will hold its New England trade show at Foxwoods Resort & Casino.

### September 11-14

Natural Products Expo East will be held at the Baltimore Convention Center. For more information, go to <https://www.expoeast.com>.

### September 24-25

The 2019 Latino Food & Beverage Show will be held at the Meadowlands Expo Center in Secaucus, NJ. For more information, call 848.258.2144 or email [latinfoodshow1@gmail.com](mailto:latinfoodshow1@gmail.com).

### October 1-2

C&S will hold its services expo at Valley Forge Casino in Valley Forge, PA.

### October 8-9

The Pennsylvania Food Merchant's Association will hold its 2019 fall legislative conference at the Radisson Hotel Harrisburg in Camp Hill, PA. For more information, go to [www.pfma.org](http://www.pfma.org).

### October 17-19

PMA's Fresh Summit will be held in Anaheim, CA. For more information, go to <https://www.freshfrommexico.com/event/pma-fresh-summit-2019/>.

If you would like to publish an event in our trade calendar, please send entries to Terri Maloney at [terri@foodtradenews.com](mailto:terri@foodtradenews.com). Include a contact name and phone number, email address or web address for reservations or additional information. Trade Calendar can also be accessed online at [www.foodtradenews.com](http://www.foodtradenews.com).

# Always First

[www.foodtradenews.com](http://www.foodtradenews.com)

## Central Pennsylvania Market Leaders:

With Nearly A Third Of Region's ACV Share, Giant Reigns; Weis Still Ahead Of Walmart In \$5.8B Mkt.

- Alternates' Share Grows To 37.23%
- Giant Adds 2, Remains CPA King
- Mass Share Steady At 14.49%
- CVS Extends Lead Over Rite Aid
- Darrenkamp's Exits After 86 Years

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Giant/Martin's	44	\$1,755.01	30.18%	42	\$1,732.09	30.22%
2	Weis Markets	40	\$671.89	11.55%	40	\$659.84	11.51%
3	Walmart (SuperCenter)	20	\$629.50	10.82%	20	\$629.70	10.99%
4	C&S Independents	74	\$362.88	6.24%	85	\$457.85	7.99%
5	CVS+	73	\$310.00	5.33%	74	\$314.90	5.49%
6	Sheetz	66	\$236.40	4.06%	61	\$215.40	3.76%
7	Rite Aid	60	\$186.00	3.20%	60	\$187.90	3.28%
8	Turkey Hill	116	\$159.60	2.74%	116	\$162.40	2.83%
9	Target	11	\$157.70	2.71%	10	\$141.60	2.47%
10	Sam's Club	4	\$140.40	2.41%	4	\$139.80	2.44%
11	Karns Prime & Fancy Foods	8	\$137.25	2.36%	8	\$135.25	2.36%
12	Rutter's Farm Stores	67	\$118.90	2.04%	62	\$103.30	1.80%
13	Wegmans	2	\$111.60	1.92%	1	\$53.90	0.94%
14	BJ's Wholesale Club	4	\$100.80	1.73%	4	\$99.90	1.74%
15	Aldi	13	\$96.20	1.65%	11	\$77.50	1.35%
16	Grocery Outlet	12	\$72.90	1.25%	10	\$62.70	1.09%
17	Costco	2	\$71.60	1.23%	2	\$71.40	1.25%
18	Kmart	10	\$56.00	0.96%	10	\$57.60	1.01%
19	Kennie's Markets	4	\$44.70	0.77%	4	\$45.40	0.79%
20	Redner's Markets	3	\$43.60	0.75%	3	\$44.50	0.78%
	<b>Total</b>	<b>633</b>	<b>\$5,462.93</b>	<b>93.93%</b>	<b>627</b>	<b>\$5,392.93</b>	<b>93.81%</b>

The chart above lists the top 20 retailers in the Central Pennsylvania market which sell groceries, HBC, drugs, general merchandise and tobacco products. Volumes listed include 100% of store sales for supermarkets, c-stores and drug chains. Sales for club stores, Kmart, Target and Wal-Mart are extrapolated to include comparable categories, as explained in the formula on page 77. Petroleum sales are not included. Counties/cities included are: Adams, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, Perry and York. ( ) Indicates another banner used by the company. \*Stand-alone CVS and in-Target pharmacies.

Total food sales for the area are: \$5.82 billion.

Source: Food World, June 2019

**SUPERIOR FOOD**  
BROKERAGE  
EST. 1973

**Bel Air**  
201 Gateway Dr., Unit I  
Bel Air, MD 21014  
410-337-3611

**Central PA**  
60 Carriage Road  
Palmyra, PA 17078  
717-838-1018

**Richmond**  
7354 Norwood Pond Place  
Midlothian, VA 23112  
804-561-2363

## DELAWARE COUNTY SHARE OF MARKET: 2019

Total sales for those Delaware counties included in the study are \$1.29 billion



### KENT COUNTY (\$462.8 million) (Includes Dover, Harrington, Smyrna)

• Population .....	176,824	• Female .....	51.8%
• # of households .....	63,381	• White .....	61.7%
• Median income .....	\$57,647	• Black .....	26.3%
• Under age 18 .....	23.0%	• Hispanic .....	7.2%
• Over age 65 .....	16.6%	• Asian .....	2.4%



### SUSSEX COUNTY (\$822.3 million) (Includes Bethany Beach, Millville, Seaford)

• Population .....	225,322	• Female .....	51.6%
• # of households .....	138,002	• White .....	75.0%
• Median income .....	\$57,901	• Black .....	12.5%
• Under age 18 .....	18.9%	• Hispanic .....	9.4%
• Over age 65 .....	26.7%	• Asian .....	1.3%

Rank	Company	Stores	Sales (in millions)	% of Market
1	Redner's Markets	3	\$63.20	13.66%
2	Walmart (SuperCenter)	2	\$55.40	11.97%
3	Wawa	6	\$46.56	10.06%
4	Sam's Club	1	\$40.80	8.82%
5	Walgreens	8	\$31.20	6.74%
6	Food Lion	4	\$27.50	5.94%
7	Rite Aid	7	\$26.60	5.75%
8	Acme Markets	1	\$22.50	4.86%
9	Safeway	1	\$22.01	4.76%
10	Military Commissaries	1	\$17.95	3.88%
11	Aldi	2	\$17.10	3.69%
12	Fas-Marts	13	\$15.80	3.41%
13	Royal Farm Stores	8	\$15.70	3.39%
14	CVS+	3	\$14.50	3.13%
15	Target	1	\$13.70	2.96%
16	International Markets	1	\$9.60	2.07%
17	7-Eleven	2	\$5.80	1.25%
18	Save-A-Lot	1	\$5.10	1.10%
19	C&S Independents	3	\$5.04	1.09%
		<b>68</b>	<b>\$456.06</b>	<b>98.54%</b>

1	Giant Food (Super G)	3	\$134.93	16.41%
2	Food Lion	9	\$122.10	14.85%
3	Walmart (SuperCenter)	4	\$114.70	13.95%
4	Walgreens	14	\$69.60	8.46%
5	Wawa	8	\$52.01	6.32%
6	Weis Markets	4	\$44.27	5.38%
7	Redner's Markets	2	\$43.90	5.34%
8	Harris Teeter	2	\$34.90	4.24%
9	BJ's Wholesale Club	1	\$34.40	4.18%
10	Acme Markets	1	\$31.62	3.85%
11	Royal Farm Stores	18	\$31.30	3.81%
12	CVS	6	\$29.20	3.55%
13	C&S Independents	5	\$28.58	3.48%
14	Rite Aid	10	\$28.30	3.44%
15	Save-A-Lot	3	\$15.10	1.84%
16	Safeway	1	\$14.74	1.79%
17	Fas-Marts	11	\$14.20	1.73%
18	Fresh Market	1	\$12.50	1.52%
19	International Markets	1	\$8.50	1.03%
20	Kmart	1	\$4.90	0.60%
		<b>105</b>	<b>\$869.75</b>	<b>105.77%*</b>

( ) Name in parentheses indicates another banner used by the company.

\*Combined retailer sales exceed 100% due to spill-in from other areas. Because of consumers purchasing items in one county, but residing in an adjacent one, or due to summer tourist traffic, leakage can occur. County food sales are formulated from population and annual expenditures of county residents.

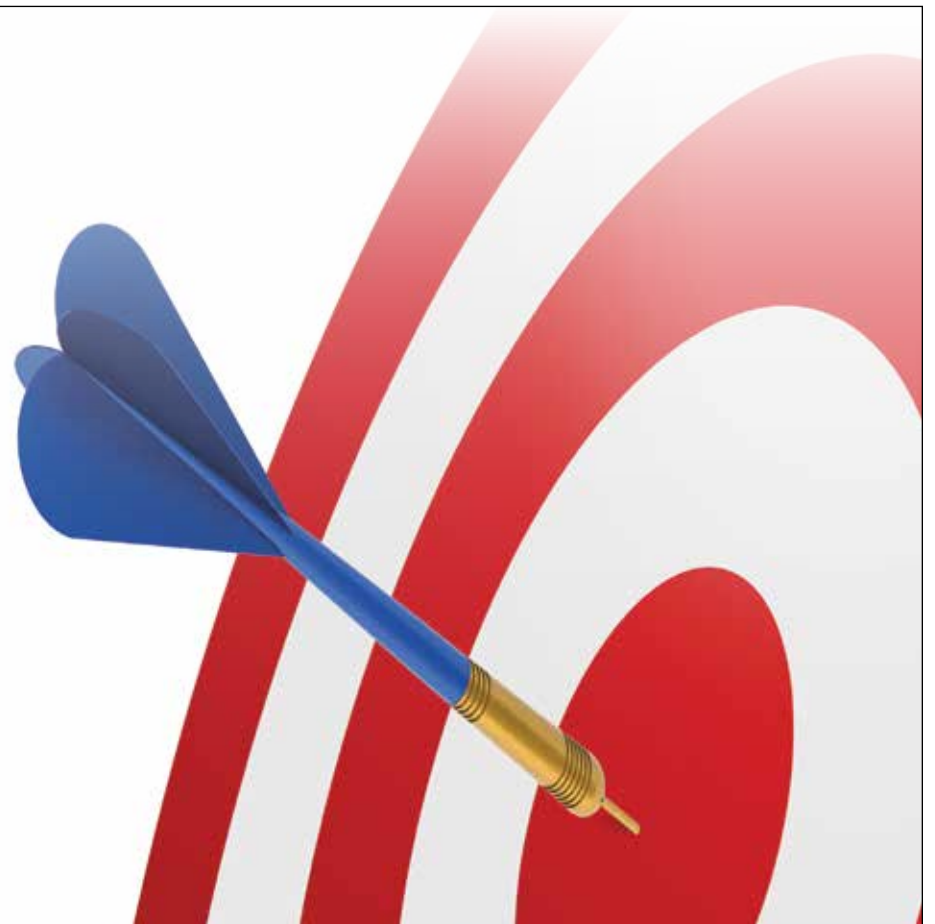
+ Stand-alone CVS and in-Target pharmacies

Source: Food World, June 2019

**Advertise with us online  
and hit your target.  
It's that simple.**



Contact Karen Fernandez  
karen@foodtradenews.com  
443.765.1575



# MARKET STUDY: RULES & ANALYSIS

From page 19

marketing area, somebody's going to feel it. In this case, Kroger has been more adversely impacted than Walmart and even third place retailer Food Lion. Kroger really shouldn't fret though; its Richmond area stores (both conventional and combo Marketplace units) remain one of the company's best performing divisions. Walmart, despite closing an underperforming Neighborhood Market store in North Chesterfield, was helped by upgrading its overall execution – improved in-stock conditions, store cleanliness and better associate morale – while tenaciously pounding its low-price image. It also got a slight lift from its grocery pickup and delivery services (not available at all Richmond area locations) which were expanded over the past 12 months. Other than Publix, given the “black and blue” nature of the market, there was little new store activity in the \$3.8 billion territory. And Lidl? The once ballyhooed discount retailer that which debuted two years ago still operates six stores in the Richmond market and its sales performance continues to be disappointing.

## Tidewater

With Farm Fresh officially gone, the Tidewater market underwent its greatest change in the past 25 years. The most active players in the Farm Fresh derby – Harris Teeter (10 stores), parent Kroger (8 stores) and Food Lion (3 stores) – all added locations and gained market share. Two other stores were acquired by independent operator Chris Lee with the remaining 12 Farm Fresh stores going dark. Our research indicates that Walmart benefited the most from the “leftover” business from those closed stores. In the overall battle, Food Lion continues to narrowly lead over Walmart. C-store giant 7-Eleven with a whopping 280 locations in the \$5.2 billion market ranks third. Aldi made the biggest non-Farm Fresh related move opening six new stores and is crushing Lidl, which opened its doors in Tidewater in June 2017 and purposely sought sites near where Walmart and Aldi operated. Be careful what you wish for.

Much like most other Mid-Atlantic markets, the ferocity of the competition and the overstored landscape have created little movement among the established market leaders. Even with Farm Fresh's departure (they were still number two last year), the strong one got stronger.

## How We Do It?

This is the 41st year that we have published a food and drug sales market study for one of the largest regions in the U.S. All of us at Best-Met Publishing are very proud of producing the only market study of its kind that comprehensively breaks out sales and share for all classes of trade that sell food and drug, on a county-by-county basis. The methodology of constructing *Food World's* annual market reference resource involves more elbow grease than creativity.

In February, we begin to collect and update our store lists from all of the retailers involved in the study. We compare these lists to those from previous years on a county-by-county basis. The 12-month measuring period we analyzed runs from April 1, 2018 through March 31, 2019.

To qualify for inclusion in the study, supermarkets must operate at least two stores, and convenience stores must have at least 20 corporate units (although not necessarily all in this region). We do not include the sales of petroleum products for c-stores, club units or mass merchants, nor are we measuring fuel sales from supermarkets that sell gas. Additionally, drug retailers must have at least five stores to make the study. All club stores are included, as are limited assortment stores (Aldi, Lidl, Save-A-Lot, PriceRite), military commissaries, Kmart, Walmart and Target.

In early April, after the 12-month measuring period has ended, we check back with all retailers in the study for late-breaking openings, closings, sales or acquisitions.

We then contact the retailers again, directly asking them to provide us with specific information on a county-by-county basis. Our batting average with supermarkets remains greater than 90

percent in collecting this data.

For the c-stores, clubs, drug chains and mass merchandisers, our success rate is about 80 percent. Sales data for military commissaries is publicly available.

For retailers that will not give us their volumes directly, we employ a number of sources: former and present employees, vendors familiar with specific accounts and outside consultants. We use consultants primarily in collecting data about the mass and club channels. Our volume factoring system includes total sales produced by supermarkets, as well as 100 percent of sales recorded by drug chains, military commissaries and convenience stores (again, excluding fuel).

For club stores and mass merchandisers, we extrapolate sales to include items similar to those that are sold in supermarkets. As we do almost every year, we make the necessary adjustments as it relates to sales extrapolations from alternate channels.

Our extrapolation breakouts for club stores (Costco, Sam's, and BJ's) include 65 percent of total sales.

In the mass segment, at Walmart's conventional “Division One” units, the extrapolated figure is 45 percent of total revenue. At its 95 SuperCenters, the extrapolation rate remains at 60 percent. The 101 conventional Target stores, which now all include grocery departments, have been extrapolated at a lower rate – 44 percent of total sales – since 2016 when Target sold its in-store pharmacies to CVS. For the purposes of this study, we have tallied both Target and CVS as separate entries in our store count totals although both banners operate from the same physical location. The extrapolated rate of grocery, HBC and general merchandise sales at the three SuperTargets in Northern Virginia is 52 percent of total store sales.

At Kmart, which continues to close stores and experience radical sales declines, we apply an extrapolation percentage of 36 percent.

And while 100 percent of all conventional Kroger stores sales are included, that ratio drops to 65 percent when measuring volume at Kroger's seven Market-

place Foods in the region.

If a store opened during the course of the year (but was not open for all 52 weeks) we annualize volumes based on a weekly average. For new replacement stores we apply a “blended” formula combining old store sales with new volumes achieved at the replacement. If a store closed during our measuring period, it is eliminated from our survey and no sales from that shuttered unit are included.

The market study is copyrighted by Best-Met Publishing Co., Inc., and any representation or other use of this study without the expressed permission of the publisher is prohibited.

Obviously, publishing a market study that requires such detail and focus can only be accomplished with a strong team effort. And we've got a great team – dedicated, intelligent and passionate.

Our team includes: Terri Maloney, VP-editorial director; Maria Maggio, VP-general manager of *Food Trade News*; Kevin Gallagher, VP-Metro New York and New England; Karen Fernandez, director of marketing/digital strategist; and Beth Pripstein, office and circulation manager.

And of course, as I do each year at this time, I offer a heartfelt salute to my retired partner Dick Bestany, who contributed so much to the success of Best-Met Publishing. And a special birthday shout out to Dick who turned 80 in the past month.

The person most integral to this issue is Terri Maloney, the orchestrator of the entire market study process from collecting data to providing the final set of proofreading “eyes.” Deconstructing the entire study and then rebuilding it each year is a grinding, challenging process and Terri has been spearheading this detail-oriented effort for us for the past 30 years.

Additional praise is extended to our graphics partner, Electronic Ink, based in Leesburg, VA, and run by the creative and witty Matt Danielson, who is ably assisted by his skilled do-it-all associate Jenny Jones.

Props also go to the staff at Evergreen Printing, Bellmawr, NJ, particularly John Dreisbach, Mike McBain and Tanya Erickson, who

not only allow us to maintain flexible deadlines, but always do it with smiles on their faces.

As for me, this is my 46th year reporting about the food industry. Forty-one of those years have been in the publisher's seat at Best-Met. Obviously, the business has changed dramatically during that span. However, the fundamentals for success remain very much intact.

There will always be an “old school” foundation to this business. Application of technology will help, and online shopping will continue to grow, but will never replace the still powerful presence of physical stores and the core fundamentals of consistent operations and creative merchandising remain very important.

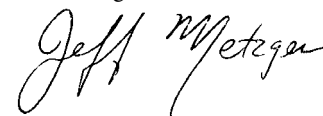
Developing and maintaining a good culture also is vital and those companies that don't treat their employees with respect or who aren't good listeners simply won't succeed – as Amazon, Lidl and few others are learning, there's no magic pill that can make you a better merchant.

As for our business, it has changed too. In the past month we relaunched our website, which can now be found at [www.foodtradenews.com](http://www.foodtradenews.com). The early reviews have been positive and encouraging and we hope to hear back from you with feedback on what you'd like to see on [foodtradenews.com](http://foodtradenews.com). We're also focusing more on the strategic side of the business where the impact of new technological and digital opportunities can be felt more quickly.

So, we all march on and try to survive (and hopefully prosper). I promise to continue to do my part by reporting on what's relevant and important about this industry from my “inside baseball” perspective.

To our advertisers, thanks again for your continuing support – you are the lifeblood of our business. To our readers, we appreciate your loyalty and dedication.

Thanks,  
Jeff Metzger



Publisher

# IN REVIEW: CVS

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
DC	Washington*	61	\$440.60	\$2,048.30	21.51%	60	\$421.60	22.71%
<b>DC Recap: 61 stores with sales of \$440.6 million. Total retail food sales for DC in the study: \$2.05 billion. CVS share of DC is 21.51%.</b>								
DE	Kent*	3	\$14.50	\$462.80	3.13%	3	\$14.40	3.10%
DE	Sussex	6	\$29.20	\$822.30	3.55%	6	\$29.10	3.60%
<b>DE Recap: 9 stores with sales of \$43.7 million. Total retail food sales for DE in the study: \$1.29 billion. CVS share of DE is 3.4%.</b>								
MD	Anne Arundel*	24	\$116.60	\$2,073.40	5.62%	19	\$87.20	4.20%
MD	Baltimore City*	16	\$82.80	\$1,367.50	6.05%	16	\$81.30	5.80%
MD	Baltimore County*	20	\$101.90	\$2,841.20	3.59%	24	\$119.40	4.30%
MD	Calvert	3	\$12.70	\$335.20	3.79%	3	\$12.60	4.09%
MD	Caroline	0	\$0.00	\$70.70	0.00%	1	\$4.20	6.15%
MD	Carroll*	5	\$24.80	\$583.20	4.25%	6	\$28.40	4.74%
MD	Cecil	1	\$4.40	\$242.60	1.81%	1	\$4.40	1.82%
MD	Charles*	8	\$36.90	\$463.20	7.97%	8	\$36.50	7.61%
MD	Frederick*	13	\$61.30	\$790.30	7.76%	12	\$55.80	7.16%
MD	Harford*	8	\$30.30	\$876.90	3.46%	8	\$30.20	3.49%
MD	Howard*	9	\$37.10	\$1,040.60	3.57%	8	\$32.70	3.19%
MD	Montgomery*	46	\$312.80	\$3,226.30	9.70%	44	\$304.70	9.55%
MD	Prince George's*	48	\$239.70	\$2,857.40	8.39%	49	\$240.60	8.45%
MD	Queen Anne's	1	\$5.20	\$130.40	3.99%	1	\$5.20	3.99%
MD	St. Mary's*	5	\$18.70	\$353.20	5.29%	5	\$18.60	5.00%
MD	Talbot*	2	\$6.90	\$192.10	3.59%	2	\$6.70	3.46%
MD	Washington*	7	\$22.70	\$451.30	5.03%	7	\$22.60	4.81%
MD	Wicomico*	2	\$6.40	\$259.10	2.47%	2	\$6.40	2.52%
MD	Worcester	3	\$17.10	\$204.80	8.35%	3	\$13.90	6.95%
<b>MD Recap: 221 stores with sales of \$1.14 billion. Total retail food sales for MD in the study: \$18.54 billion. CVS share of MD is 6.14%.</b>								
PA	Adams	1	\$4.50	\$181.90	2.47%	1	\$4.50	2.56%
PA	Cumberland	14	\$59.10	\$994.20	5.94%	14	\$58.70	6.02%
PA	Dauphin*	14	\$59.50	\$941.90	6.32%	14	\$59.20	6.48%
PA	Franklin*	5	\$19.80	\$396.20	5.00%	5	\$19.80	4.78%
PA	Lancaster*	22	\$95.60	\$1,473.50	6.49%	23	\$101.20	7.08%
PA	Lebanon	4	\$15.60	\$366.10	4.26%	4	\$15.70	4.28%
PA	York*	13	\$55.90	\$1,369.80	4.08%	13	\$55.80	4.10%
<b>PA Recap: 73 stores with sales of \$310.0 million. Total retail food sales for PA in the study: \$5.82 billion. CVS share of PA is 5.33%.</b>								
VA	Accomack	1	\$3.90	\$83.80	4.65%	1	\$4.10	5.11%
VA	Albemarle*	8	\$27.60	\$566.10	4.88%	8	\$27.30	4.91%
VA	Arlington*	15	\$77.80	\$793.20	9.81%	15	\$79.60	10.35%
VA	Caroline	1	\$4.30	\$27.30	15.75%	1	\$4.20	15.33%
VA	Chesapeake City*	6	\$35.00	\$741.60	4.72%	6	\$34.90	4.50%
VA	Chesterfield*	22	\$88.90	\$1,256.00	7.08%	22	\$88.20	6.91%
VA	Culpeper*	2	\$6.50	\$141.60	4.59%	2	\$6.40	4.44%
VA	Dinwiddie	1	\$5.00	\$122.10	4.10%	1	\$5.00	3.95%
VA	Fairfax*	64	\$280.30	\$4,669.80	6.00%	64	\$277.40	5.89%
VA	Fauquier	2	\$7.70	\$155.70	4.95%	2	\$7.40	4.61%
VA	Frederick*	8	\$26.90	\$429.60	6.26%	8	\$26.50	5.76%
VA	Greene	1	\$3.90	\$19.90	19.60%	0	\$0.00	0.00%
VA	Hampton/Newport News*	8	\$31.20	\$1,011.60	3.08%	8	\$30.90	2.97%
VA	Hanover*	7	\$26.90	\$408.90	6.58%	6	\$23.60	5.97%
VA	Henrico*	30	\$126.50	\$1,643.50	7.70%	30	\$125.40	7.74%
VA	Isle of Wight	2	\$9.90	\$84.70	11.69%	2	\$9.80	11.69%
VA	James City*	6	\$25.60	\$369.20	6.93%	6	\$25.50	6.44%
VA	King George	1	\$4.40	\$83.10	5.29%	1	\$4.30	5.22%
VA	Lancaster	1	\$3.50	\$77.20	4.53%	1	\$3.50	5.24%
VA	Loudoun*	9	\$36.50	\$1,306.50	2.79%	9	\$36.30	2.81%
VA	Louisa	1	\$4.50	\$45.60	9.87%	1	\$4.40	9.71%
VA	Norfolk City*	7	\$42.30	\$719.10	5.88%	7	\$40.90	5.54%
VA	Orange	2	\$10.90	\$105.60	10.32%	2	\$10.90	10.56%
VA	Page	1	\$4.40	\$62.30	7.06%	1	\$4.40	7.10%
VA	Portsmouth City	3	\$13.90	\$271.20	5.13%	3	\$13.80	5.00%
VA	Powhatan	1	\$4.20	\$65.30	6.43%	1	\$4.20	6.47%
VA	Prince George	1	\$4.10	\$75.80	5.41%	1	\$4.10	5.42%
VA	Prince William*	18	\$79.40	\$1,688.00	4.70%	18	\$78.10	4.89%
VA	Shenandoah	1	\$3.90	\$102.70	3.80%	1	\$3.90	3.79%
VA	Spotsylvania*	15	\$75.10	\$682.30	11.01%	13	\$63.50	9.58%
VA	Stafford*	4	\$17.50	\$344.90	5.07%	4	\$17.30	5.02%
VA	Suffolk City	1	\$4.40	\$261.20	1.68%	1	\$4.40	1.69%
VA	Virginia Beach*	13	\$48.10	\$1,484.30	3.24%	13	\$47.90	3.04%
VA	Warren*	2	\$6.70	\$134.70	4.97%	2	\$6.60	4.64%
VA	York	1	\$4.10	\$161.80	2.53%	1	\$4.10	2.59%
<b>VA Recap: 266 stores with sales of \$1.16 billion. Total retail food sales for VA in the study: \$20.81 billion. CVS share of VA is 5.55%.</b>								
<b>Mid-Atlantic Recap: 630 stores with sales of \$3.09 billion annually. Mid-Atlantic retail food sales total: \$48.49 billion. CVS Per Store Average: \$4.9 million</b>								

\*In these counties, CVS operates both free-standing stores and pharmacies within Target stores.

Source: *Food World*, June 2019

## IN REVIEW: COSTCO

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
DC	Washington	1	\$52.90	\$2,048.30	2.58%	1	\$52.60	2.83%
<b>DC Recap: 1 store with sales of \$52.9 million. Total retail food sales for DC in the study: \$2.05 billion. Costco share of DC is 2.58%.</b>								
MD	Anne Arundel	2	\$93.80	\$2,073.40	4.52%	2	\$93.10	4.48%
MD	Baltimore County	2	\$100.60	\$2,841.20	3.54%	1	\$52.40	1.89%
MD	Frederick	1	\$45.10	\$790.30	5.71%	1	\$44.80	5.75%
MD	Howard	1	\$48.10	\$1,040.60	4.62%	1	\$47.80	4.67%
MD	Montgomery	2	\$140.70	\$3,226.30	4.36%	2	\$136.80	4.29%
MD	Prince Georges	3	\$144.30	\$2,857.40	5.05%	3	\$137.20	4.82%
<b>MD Recap: 11 stores with sales of \$572.6 million. Total retail food sales for MD in the study: \$18.54 billion. Costco share of MD is 3.09%.</b>								
PA	Dauphin	1	\$43.10	\$941.90	4.58%	1	\$42.90	4.69%
PA	Lancaster	1	\$28.50	\$1,473.50	1.93%	1	\$28.50	1.99%
<b>PA Recap: 2 stores with sales of \$71.6 million. Total retail food sales for PA in the study: \$5.82 billion. Costco share of PA is 1.23%.</b>								
VA	Albemarle	1	\$33.00	\$566.10	5.83%	1	\$32.90	5.92%
VA	Arlington	1	\$58.40	\$793.20	7.36%	1	\$58.10	7.56%
VA	Chesterfield	1	\$41.00	\$1,256.00	3.26%	1	\$40.90	3.21%
VA	Fairfax	4	\$312.80	\$4,669.80	6.70%	4	\$299.30	6.35%
VA	Frederick	1	\$40.00	\$429.60	9.31%	1	\$39.70	8.64%
VA	Hampton/Newport News	1	\$32.40	\$1,011.60	3.20%	1	\$32.30	3.10%
VA	Henrico	1	\$37.70	\$1,643.50	2.29%	1	\$37.50	2.31%
VA	Loudoun	2	\$129.60	\$1,306.50	9.92%	2	\$127.50	9.86%
VA	Norfolk City	1	\$38.00	\$719.10	5.28%	1	\$37.80	5.12%
VA	Prince William	2	\$67.50	\$1,688.00	4.00%	2	\$66.90	4.19%
VA	Spotsylvania	1	\$27.90	\$682.30	4.09%	1	\$27.80	4.20%

**VA Recap: 16 stores with sales of \$818.3 million. Total retail food sales for VA in the study: \$20.81 billion. Costco share of VA is 3.93%.**

**Mid-Atlantic Recap: 30 stores with sales of \$1.52 billion annually. Mid-Atlantic retail food sales total: \$48.49 billion.**

**Costco Per Store Average: \$50.5 million**

Source: Food World, June 2019



When your customers see the Jersey Fresh logo, they know they are getting superior fruits and vegetables from the Garden State. Jersey Fresh delivers the freshness, quality and flavor discerning consumers demand. And by promoting Jersey Fresh in store and on ad, you're letting them know that you are providing them with the best. *You can be sure if it's Jersey Fresh!*

Contact the Jersey Fresh Team | 1.609.292.8853 | FindJerseyFresh.com | [f](#) [t](#) [i](#) [p](#)

Jersey Fresh is a program of the New Jersey Department of Agriculture | Philip D. Murphy, Governor | Douglas H. Fisher, Secretary of Agriculture



## IN REVIEW: WEIS MARKETS

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
DE	Sussex	4	\$44.27	\$822.30	5.38%	4	\$43.80	5.42%
<b>DE Recap: 4 stores with sales of \$44.27 million. Total retail food sales for DE in the study: \$1.29 billion. Weis Markets share of DE is 3.44%.</b>								
MD	Anne Arundel	3	\$34.82	\$2,073.40	1.68%	3	\$34.45	1.66%
MD	Baltimore County	12	\$216.43	\$2,841.20	7.62%	11	\$200.17	7.21%
MD	Calvert	3	\$30.49	\$335.20	9.10%	3	\$30.13	9.78%
MD	Carroll	5	\$77.52	\$583.20	13.29%	5	\$80.34	13.40%
MD	Charles	1	\$8.57	\$463.20	1.85%	1	\$8.47	1.77%
MD	Frederick	6	\$105.81	\$790.30	13.39%	6	\$109.18	14.02%
MD	Harford	2	\$34.97	\$876.90	3.99%	2	\$34.99	4.04%
MD	Howard	4	\$65.27	\$1,040.60	6.27%	4	\$68.95	6.74%
MD	Montgomery	3	\$31.01	\$3,226.30	0.96%	3	\$31.80	1.00%
MD	Prince George's	3	\$31.94	\$2,857.40	1.12%	3	\$31.74	1.12%
MD	St. Mary's	3	\$23.88	\$353.20	6.76%	3	\$31.01	8.34%
MD	Talbot	1	\$7.86	\$192.10	4.09%	1	\$7.78	4.02%
MD	Washington	3	\$54.28	\$451.30	12.03%	3	\$55.57	11.84%
<b>MD Recap: 49 stores with sales of \$722.85 million. Total retail food sales for MD in the study: \$18.54 billion. Weis Markets share of MD is 3.9%.</b>								
PA	Adams	2	\$25.60	\$181.90	14.07%	2	\$23.75	13.51%
PA	Cumberland	5	\$78.58	\$994.20	7.90%	5	\$77.80	7.98%
PA	Dauphin	6	\$71.90	\$941.90	7.63%	6	\$73.32	8.02%
PA	Franklin	2	\$27.84	\$396.20	7.03%	2	\$26.16	6.31%
PA	Lancaster	13	\$238.11	\$1,473.50	16.16%	13	\$232.66	16.27%
PA	Lebanon	3	\$47.65	\$366.10	13.02%	3	\$46.10	12.56%
PA	Perry	1	\$15.42	\$92.40	16.69%	1	\$14.28	15.31%
PA	York	8	\$166.79	\$1,369.80	12.18%	8	\$165.77	12.17%
<b>PA Recap: 40 stores with sales of \$671.89 million. Total retail food sales for PA in the study: \$5.82 billion. Weis Markets share of PA is 11.55%.</b>								
VA	Culpeper	2	\$14.74	\$141.60	10.41%	2	\$15.38	10.66%
VA	Spotsylvania	6	\$48.40	\$682.30	7.09%	7	\$60.63	9.15%
VA	Stafford	4	\$42.22	\$344.90	12.24%	4	\$42.94	12.45%
<b>VA Recap: 12 stores with sales of \$105.6 million. Total retail food sales for VA in the study: \$20.81 billion. Weis Markets share of VA is 0.51%.</b>								

**Mid-Atlantic Recap: 105 stores with sales of \$1.54 billion annually. Mid-Atlantic retail food sales total: \$48.49 billion.**

**Weis Markets Per Store Average: \$14.7 million**

Source: *Food World*, June 2019



**We don't tell you which  
retailers are out of milk,  
but we will tell you  
which ones are out of step.**



**Food World.**  
**The news you care about.**  
[www.foodtradenews.com](http://www.foodtradenews.com)

## TAKING STOCK

From page 50

want to be responsible for taking on any pension plan especially one that is severely unfunded?

Don't be surprised if this ends up costing UNFI a fortune (which would create a significant balance sheet red mark - spoiler alert: UNFI's stock price closed at \$9.65 on June 19 (a year ago, it was \$41.44). In the end, the bungled process could also result in UNFI selling fewer stores at lesser prices than they anticipated.

Then again, wouldn't that follow the path that these clowns have taken since they assumed control of Supervalu and Shoppers?

### 'Round The Trade

Gordon Reid proved the doubters wrong when he arrived in 2013 and began to turn Giant Food around. He combined an operator's skill with passion and empathy for the associates and achieved something that no other president in Landover had accomplished in the 20 years since the company was acquired by Ahold USA. Now comes a different challenge as he leaves for the Boston area to run Stop & Shop, a company with a clearly distinct culture. For years, Ahold underfed its largest asset and when post-synergy Ahold Delhaize finally opened the cashbox to repair the market share losses over the past decade and hopefully strengthen its leadership position in New England (and number two spot in Metro New York), the recent 11-day strike took an enormous toll - both financially and emotionally on the company. That's a tough situation to step into. However, Gordon understands the steepness of the hill that needs to be climbed. Fixing Stoppie will certainly require a long-game approach; just regaining sales that still haven't returned post-strike is tough enough. And understanding the nuances of the Stop & Shop culture (much different than that of Giant) will take some time, too. For Mark McGowan, I only have the highest praise. He is one of the finest people I've met in my 46 years of covering the industry. He took on any role he was asked to, and he did it selflessly and with pride. Sometimes teams need new coaches, if only to change the rhythm. Mark was literally a modern-day Mr. Stop & Shop (with all due respect to predecessors Sidney Rabb, Bob Tobin and Bill Grize), having begun there nearly 30 years ago and performed virtually every job for the retailer. In a way, I'm happy for Mark - he worked so hard for so long, perhaps he can enjoy some much-earned time off to spend with his family and do stuff that he's never had time for. There's no doubt he'll be back and will help some organization become better...Erik Keptner, one of the brightest people in the entire food biz and also a former Ahold USA executive, has left Wakefern and will join Rite Aid as its senior VP-marketing and merchandising effective June 24. Keptner, who cut his teeth at Giant/Martin's and later became EVP-marketing at Ahold USA, joined Wakefern last July as senior VP-marketing, the first key move made by Wakefern EVP Chris Lane, who is seen by many as the future successor to Wakefern president and COO Joe Sheridan. Keptner assured me his seemingly abrupt departure from the Keasbey, NJ-based co-op was not performance related, but a personal issue that caused the need for him to return to his native Central PA. Obviously, Keptner's got a supreme challenge to help improve Rite Aid, which just in the last six months, has forced the exit of its longtime chairman and CEO (John Standley), named a new chairman (Bruce Bodaken), been temporarily delisted from the New York Stock Exchange and continues to post poor sales and earnings. A search is currently ongoing to replace Standley. Erik's a supremely talented guy who will undoubtedly help the Camp Hill, PA-based drug chain. The problem is that Rite Aid needs about five Keptner-like executives to move the needle significantly forward. We wish him well in his new endeavor. Here are two more Ahold connections: James McCann, former Ahold USA COO from 2013-2016, has emerged from retirement and will join the board of directors of Deliv, which calls itself a "last mile delivery solutions" organization. Deliv, based in Menlo Park, CA, currently operates in 35 markets and works with about 5,000 businesses. McCann will be an asset to the seven-year old startup, providing hands-on industry knowledge and one of the biggest brains in the grocery industry. He's also a recent author having scribed "Startups and the Tech Revolution: An Essential Guide last August." And Walt Lenz, who joined Ahold USA in 2009 as senior VP-supply chain and became acting CEO and chief supply chain officer for its Peapod unit in 2016, has joined Grand Rapids, MI-based wholesaler/retailer Spartan Nash as president of food distribution...two other retail executives we want to give a shout out to: John Grimes and Bob Gleason. Grimes will be retiring from Weis Markets as its VP-meat/deli/seafood later this month, after 11 years with the Sunbury, PA-based merchant and more than 35 years in the grocery biz. John Grimes is a pro's pro, admired for

TAKING STOCK continues on page 83



**Max Out Your Opportunities in Central PA. Where Max Saver and Karns Foods Serve over 100,000 Customers Each Week.**

**Perishable Operations—  
Luke.Freeman@Karns.net**

**Grocery Operations—  
Lee.Halula@Karns.net**



**KarnsFoods.com**

**Thanks!  
To All Our Sales  
Reps, Distributors  
And Brokers For  
Making Our Year  
A Success.**

**Lauer's  
Supermarkets**

8905-A Edwin Raynor Blvd.  
Pasadena, MD 21122  
410-255-0070

8489 Fort Smallwood Rd.  
Riviera Beach, MD 21122  
410-437-4800

## IN REVIEW: GIANT/MARTINS

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
MD	Carroll	1	\$60.10	\$583.20	10.31%	1	\$59.64	9.95%
MD	Cecil	1	\$45.82	\$242.60	18.89%	1	\$45.97	19.04%
MD	Washington	3	\$123.87	\$451.30	27.45%	3	\$125.60	26.76%

**MD Recap: 5 stores with sales of \$229.5 million. Total retail food sales for MD in the study: \$18.54 billion. Giant/Martin's share of MD is 1.24%.**

PA	Adams	1	\$51.37	\$181.90	28.24%	1	\$51.50	29.29%
PA	Cumberland	9	\$380.29	\$994.20	38.25%	9	\$376.80	38.65%
PA	Dauphin	8	\$360.85	\$941.90	38.31%	8	\$358.95	39.27%
PA	Franklin	3	\$104.33	\$396.20	26.33%	3	\$99.59	24.02%
PA	Lancaster	10	\$332.96	\$1,473.50	22.60%	8	\$319.22	22.33%
PA	Lebanon	2	\$59.67	\$366.10	16.30%	2	\$60.35	16.44%
PA	Perry	1	\$22.56	\$92.40	24.42%	1	\$23.01	24.66%
PA	York	10	\$442.98	\$1,369.80	32.34%	10	\$442.67	32.51%

**PA Recap: 44 stores with sales of \$1.76 billion. Total retail food sales for PA in the study: \$5.82 billion. Giant/Martin's share of PA is 30.18%.**

VA	Culpeper	1	\$30.83	\$141.60	21.77%	1	\$31.78	22.02%
VA	Frederick	3	\$116.42	\$429.60	27.10%	3	\$106.97	23.27%
VA	Warren	1	\$43.84	\$134.70	32.55%	1	\$42.79	30.07%

**VA Recap: 5 stores with sales of \$191.1 million. Total retail food sales for VA in the study: \$20814 billion. Giant/Martin's share of VA is 0.92%.**

**Mid-Atlantic Recap: 54 stores with sales of \$2.18 billion annually. Mid-Atlantic retail food sales total: \$48.49 billion. Giant/Martin's Per Store Average: \$40.92 million**

Source: *Food World*, June 2019

## IN REVIEW: KROGER

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
VA	Albemarle	3	\$119.40	\$566.10	21.09%	3	\$119.20	21.45%
VA	Chesapeake City (Marketplace)	3	\$77.30	\$741.60	10.42%	1	\$30.60	3.94%
VA	Chesterfield (Marketplace)	7	\$241.60	\$1,256.00	19.24%	7	\$243.70	19.10%
VA	Gloucester	1	\$18.40	\$110.90	16.59%	0	\$0.00	0.00%
VA	Hampton/Newport News	1	\$20.10	\$1,011.60	1.99%	0	\$0.00	0.00%
VA	Hanover (Marketplace)	2	\$86.30	\$408.90	21.11%	2	\$87.10	22.03%
VA	Henrico (Marketplace)	9	\$273.80	\$1,643.50	16.66%	9	\$274.20	16.92%
VA	Isle Of Wight	1	\$23.70	\$84.70	27.98%	0	\$0.00	0.00%
VA	Norfolk City	1	\$20.70	\$719.10	2.88%	1	\$20.50	2.77%
VA	Portsmouth City (Marketplace)	1	\$34.70	\$271.20	12.79%	1	\$34.50	12.50%
VA	Suffolk City	2	\$62.10	\$261.20	23.77%	1	\$43.10	16.56%
VA	Virginia Beach (Marketplace)	5	\$136.20	\$1,484.30	9.18%	5	\$132.60	8.42%
VA	York	2	\$37.60	\$161.80	23.24%	1	\$14.90	9.42%

**VA Recap: 38 stores with sales of \$1.15 billion. Total retail food sales for VA in the study: \$20.81 billion. Kroger share of VA is 5.54%.**

**Mid-Atlantic Recap: 38 stores with sales of \$1.15 billion annually. Mid-Atlantic retail food sales total: \$48.49 billion. Kroger Per Store Average: \$30.3 million**

( ) Name in parentheses indicates another banner used by the company.

Source: *Food World*, June 2019

## TAKING STOCK

From page 81

his intelligence, work ethic, industry knowledge and people skills. And later this month, Gleeson will join Weis as VP-fresh merchandising and will head all of the regional chain's fresh operations. Gleeson had been president of Shoppers Food & Pharmacy until resigning last year. Bob is one of the best-liked executives in the Balt-Wash area, having been with Shoppers for more than 30 years. And he should do well in his new post, having spent most of his career on the merchandising side of the business. Gleeson also worked with Weis COO Kurt Schertle for many years when they toiled at Shoppers...more news from central PA: Giant/Martin's continued its "infill" strategy when it acquired successful one store retailer Ferguson & Hassler, which has serviced the Quarryville, PA (Lancaster County) community since 1916. The store will reopen June 28 as a Giant and joins other small batch purchases made by the Ahold Delhaize USA brand over the past eight months including, Darrenkamp's (one store) and Shop 'n Save (five stores) ...another retailer with 19 stores in Central PA, Grocery Outlet (GO), which announced it was going public in April, has now shed some light on those plans. The Emeryville, CA-based discount merchant is seeking to raise \$250 million for its IPO in which it hopes to sell about 17 million shares at \$15-\$17 a pop. The company's sales were \$2.3 billion in 2018 it currently has about \$850 million in debt on its books which it is hoping to reduce to \$610 million if the IPO can be successfully launched. Current owners, PE investor Hellman & Friedman, would continue to control the company following the public offering. Grocery Outlet entered Pennsylvania in 2011 with the acquisition of Amelia's and has had mixed success in the Keystone State where it battles Aldi, Save-A-Lot and other diverse discounters such as Walmart and dollar stores. And in the next 12 months, Lidl will begin opening more stores in GO's territory which will make the extreme value field even more crowded. The company's operating model is somewhat different than the others, offering primarily branded merchandise that features supplier overruns, product discontinuations/close outs and items that are nearing their "sell by" dates... "Slow" Eddie Lampert is up to his old games again. The former Sears Holdings chairman CEO and now the major equity holder in the reformulated company - Transform Holdco which is part of his hedge fund, ESL Investments - is requesting that Federal Bankruptcy Judge Robert Drain release him from his obligation to compensate former Sears employees up to \$43 million for associates who lost their jobs from October to February, the period between Sears' bankruptcy filing and "Slow" Eddie's reacquiring the company's assets. Lampert's snarky actions were best summarized by Brandon Urrutia, a former Sears employee who leads an employee advocates group called United for Respect. "Sears always promised us one week of severance for every year we were with the company. But after 21 years of service, I was laid off in January 2019 and received just four weeks of severance pay. It's not fair that Eddie Lampert and his friends are walking away with billions and now trying to cheat dedicated employees like me from what we were promised." Sadly for Mr. Urrutia, I wouldn't hold my breath...a tip of the hat to veteran food broker executives Steve DelBonis and Bill Chiodo, who by different means, are now part of the Affinity Group and its newly formed Affinity Group Retail. I've known both men for years - DelBonis as owner/president of Matrix Sales & Marketing and Chiodo who most recently served as executive VP- grocery sales east for Acosta. DelBonis sold his business to Affinity and Chiodo becomes president of its retail group. The company has a very unique retail operating model, having been successful for many years as a foodservice broker with multiple offices nationally. Led by youthful chairman Enzo Dentico, the Buffalo-based organization is building a national brokerage model based on its perishables expertise. It's clearly off to a fast start acquiring like-minded businesses (it also acquired New England's Jon Morris & Company, a company with a strong bakery reputation) and bringing in experienced talent...one more shout out to the fine folks at the Coastal Companies, one of the largest produce distributors in the Mid-Atlantic, on its recent acquisition of Hearn Kirkwood. This is one of those deals that should work seamlessly, blending two excellent corporate cultures which individually provide value added services that are in-step with the current needs of retailers and end users. Good people and a good fit usually result in a positive outcome. We wish them success!...some death notices to report: from the music world, we lost Dr. John, who died earlier this month at the age of 77. Born Malcolm Rebennack in New Orleans, he began his musical career as a guitar player in the 1950s. An unfortunate shooting incident caused him to lose a finger, so he shifted to piano. By the mid-1960s, he had reinvented himself as Dr. John, a mysterious, swampy voodoo persona, which ultimately mani-

TAKING STOCK continues on page 86

## Authentic & Delicious!



**Try our new line of fully-cooked chorizos!  
Salvadorian, Hot Mexican & Spicy Argentine Styles**

**MAKERS OF FINE SPECIALTY SAUSAGE  
SINCE 1987**

**Gluten-Free and Surprisingly Lean!**

**LOGANSAUSAGE.COM - 703.212.6677**

# Alternate Channels Still Gaining On Supers; Gridlock Still Significant In \$48.5B Market

From page 1

downward trend from 2018, the shrinkage hasn't been substantial enough to provide relief for many traditional supermarket operators who are also facing increased competition from growing online-driven entities such as amazon.com, walmart.com., chewy.com and FreshDirect.

In major news events of the past 12 months, the UNFI acquisition of Supervalu was arguably the biggest story of the year. In nearly eight months of ownership, the Providence, RI wholesaler has fared poorly, beset by distribution issues, an inability to sell its corporate stores, heavy debt and a shrinking stock price which has dipped to \$9.90 per share (as of June 20). When UNFI announced that it had successfully beaten out C&S Wholesale Grocers to acquire Supervalu last July its share price stood at \$45.73. Also, the company posted a \$425 million loss in its most recent 3rd quarter.

Other retail-related news stories in the Mid-Atlantic that occurred over the past year include: the closing/selling of more than 100 Rite Aid stores (some of which were acquired by Walgreens); the successful IPO of BJ's wholesale Club (by its private equity owners Leonard Green and CVC Capital); the bankruptcy of Sears Holdings (and continued closing of its beleaguered Kmart brand); and the sale of Turkey Hill Minit Markets convenience stores to British oil c-store operator EG Group by Kroger (which sold its entire portfolio of 784 convenience stores for \$2.15 billion).

Our annual retail market survey measures sales for the 12-month period ended March 31, 2019 and covers an 89-county territory that ranges from Central Pennsylvania to Southeastern Virginia including the key marketing areas Baltimore-Washington, Harrisburg-York-Lancaster and Richmond-Norfolk.

Here's an analysis of the top 10 retailers in the Mid-Atlantic

market.

Since the inception of this market study in 1978, Giant Food has outpaced all retailers in the region and this year was no exception. The Landover, MD based "brand" of Ahold Delhaize USA (ADUSA) continued its dominant position in the Baltimore-Washington market despite operating five fewer stores than last year (161 vs. 156). However, the 83-year old merchant produced its best comp sales numbers in more than a decade, and if it weren't for the sales decline in pharmacy (a factor for virtually all retailers nationally), Giant's sales would have even been stronger. For the 12 months ended March 31, 2019, Giant amassed \$5.17 billion in revenue.

Walmart's results over the past 12 months were among the best of all operators in the Mid-Atlantic. However, unlike previous years, the world's largest retailer did not accomplish its gains primarily through new stores. As it deploys more of its capital towards digital initiatives, the Bentonville Behemoth operated the same number of stores as last year - 163 - but saw its solid comp store sales improvement come from better execution at store level, successful integration of its buy online pickup in store (BOPIS) program and its tenacity to protect its low price image. Extrapolated food and drug sales in the region are estimated at \$4.85 billion.

CVS, the largest drug chain in the Mid-Atlantic, retained its third-place ranking in the market, despite a relatively flat year sales-wise. The Woonsocket, RI merchant operated six more stores (630) than last year and amassed estimated annual sales of \$3.09 billion

For the first time in nearly a decade Food Lion (another ADUSA "brand") increased its store count in the Mid-Atlantic. That gain came from the acquisition of three former Farm Fresh stores in the Hampton Roads area. And thanks to its "Easy, Fresh and Affordable" store remodeling program, the Salisbury, NC-based supermar-

ket chain was able to produce positive comp store gains despite operating in some of the most competitive markets in the region. Estimated volume of Food Lion's 256 stores was \$2.84 billion.

Now under the leadership of veteran Albertsons executive Tom Lofland, Safeway rebounded nicely this year after several disappointing years that saw the Lanham, MD-based Eastern division run through several division presidents. Although it operated two fewer stores this year (112 vs. 114), comps were solid and the second largest player in the B-W market utilized its strong market locations and an aggressive promotional effort to gain back some business. Sales for Safeway-Eastern were \$2.42 billion.

Giant/Martin's once again ranked sixth among all retailers in the Mid-Atlantic region. The ADUSA "brand" had an excellent year of growth under its youthful president Nick Bertram.

Same store sales increased and the company added two new units in Lancaster, PA, the toughest and most changeable market in the entire Mid-Atlantic. With 54 stores in the study (most are located in Central PA with a handful in Maryland and Virginia), revenue increased from \$2.14 billion to \$2.18 billion.

Ranking seventh overall, but first amongst convenience store operators, was 7-Eleven. The c-store giant continued on its path of modest comp-store improvement, while upgrading many of its stores. Estimated sales for the Irving, TX-based retailer's 1,125 stores in the Mid-Atlantic were \$2.04 billion.

Harris Teeter continued to increase sales over the past 12 months. However, unlike most of its recent growth which came organically, this year's gains came primarily from its acquisition of 10 former Farm Fresh units in Hampton Roads. The Matthews, NC-based division of Kroger operated 78 stores in the Mid-Atlantic which produced estimated sales of \$2.04

billion.

Moving into the top 10 in the region for the first time was Wegmans, which continued to produce the highest average per stores sales of all retailers in the market. With one more store - in Chantilly, VA - than last year, the Rochester, NY-based uber merchant operated 21 stores in the market good for estimated sales of \$1.64 billion. In late April (after this study's measuring period ended) Wegmans opened another Mid-Atlantic store in Virginia Beach (which will be counted in the next year's survey data). Later this year Wegmans will open the first of six new units in the Raleigh-Durham-Chapel Hill corridor of North Carolina and a Brooklyn, NY unit, its first store in the City of New York.

The region's "International Markets" (specialty and ethnic supermarkets that are at least 20,000 square feet in size), continued to add stores in the Mid-Atlantic and are becoming an increasingly competitive factor, particularly in Baltimore and Washington. All told, there were 124 stores that fit that description, seven more than last year. Together they combined to amass an estimated \$1.63 billion in sales over the past 12 months, an increase of nearly \$100 million from last year.

Other retailers that topped the \$1 billion mark in annual sales in the Mid-Atlantic region included: Weis Markets with 105 stores that had estimated sales of \$1.54 billion; Costco - 30 stores, estimated extrapolated annual sales of \$1.52 billion; Shoppers - 44 stores, estimated annual revenue of \$1.21 billion; Target - 104 stores, estimated extrapolated annual volume of \$1.49 billion; Walgreens, the highest average sales per store drug retailer - 225 units, \$1.16 billion in estimated annual sales; Kroger, which operated 38 stores in the region (including eight combo Marketplace units) - it added eight former Farmer Fresh stores to its fold this year - and garnered estimated annual sales of \$1.15 billion; Rite Aid, which sold (to Walgreens) or closed 48 units

in the region, now operates 325 drug stores in the market which produced estimated annual sales of \$1.08 billion; and Whole Foods, whose 29 natural and organic stores (two more than last year), amassed estimated annual revenue of \$1.02 billion.

By class of trade, the leaders are: supermarkets - Giant/Landover (156 stores, \$5.17 billion in sales); clubs - Costco (30 stores, \$1.52 billion in extrapolated sales); mass - Walmart (163 stores, \$4.85 billion in extrapolated sales); drug - CVS (630 stores and \$3.09 billion in estimated sales); and convenience stores - 7-Eleven (1,125 stores and an estimated \$2.04 billion in revenue). Additionally, the 20 military commissaries rang up annual sales of \$644.1 million (vs. \$666.9 last year), continuing a decline of military commissary sales that's occurred over the past nine years.

Viewed as a group, the 49 corporate chains in the market operated 5,083 stores and accrued \$47.19 billion in annual sales, good for 97.30 percent of the Mid-Atlantic region's \$48.49 billion food and drug market.

Among all independent retailers (those operating between two and 19 stores), Baltimore-based B. Green led the pack with 11 stores (including a new Green Valley unit in Timonium, MD) which amassed sales of \$194 million. Karns Prime & Fancy Foods, Mechanicsburg, PA, was the only other independent to break the \$100 million sales barrier. Other key Mid-Atlantic independents included Graul's, Kennie's, McKay's, Eddie's of Roland Park, Lauer's and Geresbeck's as well as new entries to the survey this year, Streets Market, Sharp Shopper Grocery Outlet and Roots Market.

As a collective group, the 14 multi-store independent retail organizations in the Mid-Atlantic operated 60 supermarkets which garnered estimated annual sales of \$659.3 million. Collectively, those stores controlled 1.35 percent of the region's food and drug revenue.

# THANK YOU

— to our —  
**RELIABLE PARTNERS**  
for another successful year  
in the grocery industry!



## NEW SUPERMARKET, CLUB STORE & SUPERCENTER OPENINGS

*In the Food World Market*

New or replacement stores scheduled to open in the next 36 months.

Aldi	3	Washington DC (Fort Totten); Norfolk, VA; Purcellville, VA
Giant Food	3	Bethesda, MD (r); Olney, MD*; Owings Mills, MD
Giant/Martin's	3	Smithsburg, MD*; Greencastle, PA*; Berryville, VA*
Harris Teeter	7	Washington, DC (Howard University); Kent Island, MD; Arlington, VA (2 - Columbia Pike, N. Glebe Rd. - r); Chesapeake, VA*; Norfolk, VA*; Stafford, VA;
Lidl	10	Dover, DE; Catonsville, MD; College Park, MD*; District Heights, MD; Hagerstown, MD; Lanham, MD; Nottingham, MD; Waldorf, MD; York, PA; Virginia Beach, VA
Publix	4	Chesterfield, VA (2 - Colony Charter, Huguenot Village); Richmond, VA (2 - W. Broad St.*, Cary St.)
Redner's	1	Lewes, DE
Safeway	1	Washington, DC (14th St. & D SE - r)
Sprouts	2	Bel Air, MD; Herndon, VA
Target	5	Washington, DC (4 - Tenleytown, Ivy City, Connecticut Ave.*; Georgia Ave.*); Arlington, VA (Ballston)
Trader Joe's	1	Washington, DC (Glover Park)
Walmart	1	Leesburg, VA (r)*
Wegmans	8	Washington, DC (Wisconsin Ave. NW); Annapolis, MD; Rockville, MD; Alexandria, VA; Arcola, VA; Reston, VA; Tysons Corner, VA; Virginia Beach, VA*
Whole Foods	6	Washington, DC (Florida Ave.); Rockville, MD (Harbor East - r); Towson, MD; Fairfax, VA; Richmond, VA (Broad St.); Tysons Corner, VA

\*These stores opened during the period April 1, 2019 through June 21, 2019; data not reflected in this study.

(r) = replacement stores

Source: *Food World*, June 2019

## TAKING STOCK

From page 83

fested itself as one of the most unique R&B/funk artists of the past 50 years. In truth, Dr. John, with a voice that was nasal and greasy, was a great piano player and creative songwriter. I've seen the good doctor more than a dozen times over the past 25 years - he was always entertaining and unique. Sad to see him pass...another quirky singer has also left us. Leon Redbone, whose interpretation of early jazz and ragtime music made him an unlikely star in the 1970s and '80s, was 69. Redbone usually performed solo, wearing a suit and tie, sunglasses and a Panama hat and belted out nasally versions of old classic tunes ("Shine On Harvest Moon," "Ain't Misbehavin'") as well as traditional blues songs ("Diddy Wah Diddy," "Mississippi River Blues"). Not much was known about Redbone, who chose to keep his personal life a mystery, content to perform only in character. We do know that his real name was Dickran Gobalian (not a typo) and he was born in Cypress. He moved to Canada in the mid-1960s and began performing in local clubs, ultimately developing his new persona. If you haven't heard any of Redbone's versions of often-recorded songs, they're worth a listen...two athletes whose deaths are worth noting include former Green Bay Packer Hall of Fame quarterback Bart Starr and major league baseball's Bill Buckner. Starr, who was a 17th round draft pick out of Alabama in 1956, struggled for his first three years in the league. Those Packer teams went 3-15-1. Things changed rapidly after that. In 1959, the Packers hired Vince Lombardi. And with Starr as his QB the team would never have another losing season in the Starr-Lombardi era which ran through 1967. During that span, the Packers would win five championships (including the first two Super Bowls). Starr, 85, was enshrined in the NFL Hall of Fame in 1977 and still remains the league's leader in postseason passer rating. We shift from a classic Hall of Famer to a very good athlete whose name was maligned for many years over one unfortunate play. Bill Buckner, 69, died late last month. Primarily a first baseman, he played 22 seasons in the majors, collected more than 2,700 hits and won a National League batting title in 1980. With the Red Sox leading three games to two, it was one play in the ninth inning of the sixth game of the 1986 World series between Buckner's Red Sox and the New York Mets that sadly forged his legacy, when Mookie Wilson's ground ball to first base went through Buckner's legs, turning almost sure victory into a bitter defeat. The Mets would also go on to win the next game on their way to becoming World Series Champions. What impressed me the most about Buckner was how he handled the endless criticism that followed. Perhaps Red Sox principal owner John Henry said it best in describing Buckner: "His life was defined by perseverance, resilience and an insatiable will to win. Those are the traits for which he will be most remembered"...finally, Claus von Bulow is dead. Talk about "tastes great, less filling," von Bulow was best known for allegedly putting his wife Martha "Sunny" von Bulow into an irreversible diabetic coma to gain her fortune, so he could live with his mistress, soap opera actress Alexandra Isles (you can't make this stuff up). The Danish-born socialite was convicted of attempted murder in 1982, but the conviction was overturned on appeal three years later, as documented in the excellent movie "Reversal of Fortune" (1990), in which Jeremy Irons gave an Oscar winning portrayal of the entitled and arrogant lead character. Von Bulow was 93 when he went into his own permanent coma.

### GRANDMA'S™

*"It's so good,  
it's registered!"*



**MARYLAND DELI FOODS CO.**

The home of Grandma's Oven Roasted Turkey Breast  
Extra Sharp Cheddar Cheese and Thumann's Fine Deli Products

STORE DOOR DELIVERY 410-682-3354



**THANK YOU TO ALL THE BROKERS & VENDORS WHO HELP WEIS MARKETS SERVE OUR CUSTOMERS.**

**DOUBLE COUPONS**

**ALL COUPONS!**

up to 99¢ doubled

**10% OFF**

**SENIOR DISCOUNT TUESDAY**

on participating weis brands

**10% OFF**

**MILITARY DISCOUNT THURSDAY**

on participating weis brands

**ONLY AT**

**weis**  
markets

**WEISMARKETS.COM**



**weis2GO** online  
now weis convenient  
same day  
**pickup or delivery**

www.weismarkets.com/shop



# Legislative Line

## SNAP Good News....WIC Bad News

The Supplemental Nutrition Assistance Program (SNAP) received some positive thrust this past month as the U.S. Department of Agriculture, the controlling agency that oversees SNAP, launched a huge new initiative for residents of New York State. For those citizens who rely on SNAP, they can now use their Electronic Benefits Transfer (EBT) cards to purchase groceries over the internet from Amazon, Walmart and even ShopRite. I wrote about this new test initiative many months ago and it has finally been launched. The SNAP pilot test program will soon be expanded to Alabama, Iowa, Nebraska, Oregon and Washington State and also even in our *Food World/Food Trade News* region to include Maryland and New Jersey.

Many see this new pilot program as the first step in bringing SNAP online nationwide! The initiative to bring the pilot

to life actually germinated from the 2014 Farm Bill which carried language to roll out the test program. It took five years of review and analysis to launch the pilot as technical challenges had to be addressed such as verification processes, fraud prevention as well as wrongful payments. But finally, it is here.

A sidebar note: USDA has notified states to urge them to adopt tougher policies to bar individuals who fail to make child support payments from obtaining SNAP benefits. States have always had an option to take a harder position on "deadbeat" parents, but few states did so simply because it risked cutting food access for low-income individuals. So, we will have to monitor this issue to determine how states react.

### WIC Negatives

The SNAP program and the



Barry F. Scher  
Policy Solutions LLC

special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides federal grants to states for supplemental foods, health care referrals, and nutritional education for low-income pregnant, breastfeeding, and non-breastfeeding postpar-

tum women, and to infants and children up to age five who are found to be at nutritional risk. The problem is that WIC participation is on the decline.

*Politico* reported last month that data from the USDA's Economic Research Service shows that participation in the WIC program continues to decrease, a trend that began in 2018. The decline has alarmed food banks and anti-hunger groups whose mission is to help those in need get nutritious foods. Last year 6.9 million people per month participated in WIC – a 6 percent decline over the prior year. And for the prior eight years, participation also declined. To turn the decline around, the Food Research & Action Center recommended the WIC program be expanded by modernizing technology, improving shopping experiences, and increasing recruitment of families to participate in the WIC

program. USDA is also aggressively speaking with WIC directors from all across the U.S., and participants and even retailers to seek ideas and suggestions for reversing the participant decline.

### Food Sustainability & Climate Change

A coalition of more than 300 organizations concerned about climate change and food sustainability signed a letter to Congress supporting the Green New Deal. The letter specifically targets the role of traditional agriculture, and in particular animal agriculture, in the climate change crisis. The coalition supported legislation to reduce methane production, the consumption of animal products and the promotion of plant-based foods. It was immediately and strongly criticized by traditional

See **LEGISLATIVE LINE**  
on page 90



## B. Green & Company Inc.

*Family Owned & Operated Since 1915*

*Explore Great Sales Opportunities in our Growing Retail & Wholesale Operations*



### Retail Contacts

410-783-7777

Rick Rodgers  
ext #1471

Matt Battaglia  
ext #1306

### Wholesale/Cash & Carry

Chrissy Silate  
ext #1560





# THANK YOU

to our Vendor Partners & Mid-Atlantic community  
for your business and support.  
We appreciate your partnership  
and look forward to continued growth.

**SERVING YOUR COMMUNITY FOR OVER 89 YEARS**

# Legislative Line

From page 88

agriculture and livestock interests. It is but the latest chapter in what looks like a long and bitter fight on the role of agriculture in the environment and nutrition.

And on the same day that the coalition letter was sent to Congress, the Sustainable Food Policy Alliance, made up of four major food companies- Mars, Danone, Nestle and Unilever, which you recall dropped their memberships in the Grocery Manufacturers of America (GMA) because of a difference of opinion on this and other legislative issues - released their own climate policy principles. These included a carbon pricing system, accelerating innovation in development and deployment of renewable energy and incentives for agriculture and forestry to reduce their greenhouse gas emissions. It's interesting to note that three of the four food companies in the Alliance are European.

If this topic of climate change is a bit boring, we at Policy Solutions think the issue promises to be another major debate topic in the next federal election cycle.

In case you doubted me, the issue has already cropped up for political election debates. New York Mayor Bill de Blasio, who is now the 23rd and counting, announced candidate for president, has unveiled his own "Green New Deal" climate plan with a goal to cut emissions by 30 percent by 2030. The plan includes phasing out purchases of processed meats and reducing beef purchases by 50 percent.

## Voluntary Product Recalls

FDA is seeking public and stakeholder comments on draft guidance for the food industry on how to prepare for voluntary recalls of FDA regulated products. The guidance instructs companies in the supply chain to prepare a

written plan or designate a team to oversee recalls and to draft boilerplate notices beforehand to accelerate notifying the public of recalls. I mentioned the product recall process in my column several months ago as recalls impact the vast majority of food chains. Repeating another word to the wise: do all you can now to ensure that your food safety staff has the tools necessary to adequately handle product recalls BEFORE they happen so you will have a formal plan of action in place!

## Mandatory COOL For Beef

Last month the *Washington Post* published a major story in its Sunday Business Section that caught my eye. The article reported that R-CALF, a protectionist group of cattle ranchers concentrated in the Northern Plains and Western U.S., has launched a last ditch, long shot lobbying effort to include mandatory country-of-origin labeling (COOL) for beef in the legislation implementing the USMCA trade agreement between the U.S., Mexico and Canada. Muscle cuts of beef are

excluded from the current COOL labeling laws and the ranchers argue that the new trade agreement threatens their future because it favors multi-national corporations that dominate the meat-packing industry. From the perspective of Policy Solutions LLC, the major reason their efforts stand a slim chance of success is because U.S. COOL labeling laws for beef have been ruled unlawful by the World Health Organization (WHO). A second reason it is a long shot is that Canada, Mexico and the largest U.S. rancher association, the National Cattlemen's Beef Association, are opposed.

## Beef Industry Sustainability

*Meatingplace News* reported that major players in the beef industry, including producers, retailers and veterinarians, have signed onto the new beef industry sustainability framework, prepared by the U.S. Roundtable for Sustainable Beef. The framework contains six "high priority indicators" aimed at saving the environment -- water resources, land resources, animal health and

wellbeing, employee health and wellbeing, efficiency and yield and greenhouse gas emissions.

## DPI Food Specialty Show

A final note. I had the privilege of attending the May DPI Specialty Food Show in Baltimore. While it was great to see so many old friends, what intrigued me was the advent of new and exciting products coming to the marketplace such as Tasty Bite brand Indian madras lentils and Bombay potatoes and so much more new, innovative, easy to prepare products. No wonder busy folks, especially younger adults, are not spending lots of time in food stores these days and relying on home delivery. Innovation and change. That's what it is all about. One just had to depart the Baltimore Hilton with a smile and parting words: "Ain't the food industry great or what"?

Barry Scher is associated with the public policy firm of Policy Solutions LLC and may be reached at [Bscher@policy-solutions.net](mailto:Bscher@policy-solutions.net)

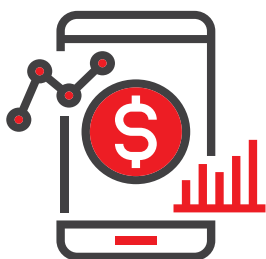


*Thank You  
to all our partners  
for all your help  
this past year.*



# THE TOP 5 REASONS

YOU SHOULD BECOME AN **IGA** GROCER



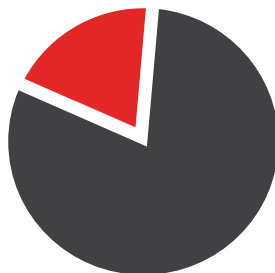
1

Drive Sales  
with  
National Shopper  
Dollars



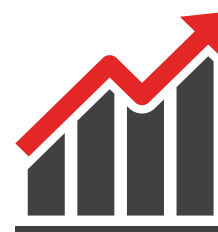
2

Local Marketing  
with the  
Scale of a  
National Chain



3

Cutting-Edge  
Technology  
at a Fraction  
of the Cost



4

Build  
Shopper  
Database  
with Insights



5

Solve Retail  
Problems  
with Proven  
Best Practices

With **1,100** independently-owned stores in the US and **6,000** globally,  
a new brand strategy celebrating the local connection shoppers want, and the modern tools  
and resources to level the playing field, IGA is stronger—and cooler—than ever before.

## JOIN TODAY!

[iga.com/join](http://iga.com/join)

# Giant Food-USO Fundraiser For The Troops Held At Myron Mixon's Pitmaster BBQ In Alexandria, VA

Giant Food and several industry sponsors joined with BBQ pitmaster Myron Mixon earlier this month to host a fundraiser for the USO of Metropolitan Washington, which supports local active duty military and their families. Elaine Rogers (l), CEO of USO Metropolitan Washington, is joined here with Giant Food division president Gordon Reid.



These fine folks are (l-r) Jimmy Gordon, Washington Valor; Sue and Rick Manzi, Giant Food; and Joshua Reese, DC Valor.



This Schmidt Baking trio features Steve Leger (l), Lee Stewart (c) and David Gonzales.



This photo features (l-r) Mary Lyon and Christine Collins, Burris Retail Logistics; Chris Downs, Taylor Farms; Monica Spaulding and Barbara Reid, Burris Retail Logistics.



Coca-Cola is well represented at the fundraiser by Kent Laurent (l), Michele Simcsak (c) and Brian Powers.



Greg Bibbs (c) of Giant Food is flanked in this photo by Carla Kopyta (l) and Virginia Palmer, both with Procter & Gamble.



BBQ pitmaster Myron Mixon (2nd from l) smiles for a photo with Giant Food's (l-r) Mark Slepitzka, Tonya Herring and Brent Douglas.



Barb Peachy (c) of USO Metro is joined in this photo by Hilary Salmon (l) and Christel Allen Hair, both with Capital Area Food Bank.



Proud to help support military members and their families are Tanaysha Smith (l) of Giant Food and USO-Metro's Dana Kyle (c) and Alec La Corazza.



Food World's Karen Fernandez (l) chats with former Washington Caps player Peter Bondra, who is now with Monumental Sports.



WTOP radio's Dave Johnson (l), voice of the Washington Wizards, poses for a photo with Giant Food's Gordon Reid.

## Richmond Supermarket Leaders:

### Kroger Remains Leader Over Food Lion In \$1.7B Mkt.; Despite New Stores, Publix Disappoints

- Kroger Tops All Supers At 36.64%
- Stores Improve, Food Lion Ups Share
- Publix Opens 3, Sales Mediocre
- Wegmans Is Per-Store Avg. Leader
- Aldi Posts Best Comps In Market

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Kroger (Marketplace)	18	\$601.70	36.64%	18	\$605.00	36.64%
2	Food Lion	48	\$522.80	31.83%	48	\$517.10	31.31%
3	Publix	11	\$145.80	8.88%	8	\$107.30	6.50%
4	Wegmans	2	\$115.30	7.02%	2	\$114.90	6.96%
5	Aldi	11	\$70.50	4.29%	10	\$59.60	3.61%
6	International Markets	6	\$52.20	3.18%	6	\$52.00	3.15%
7	The Fresh Market	4	\$39.80	2.42%	4	\$42.00	2.54%
8	Lidl	6	\$36.30	2.21%	6	\$38.20	2.31%
9	Whole Foods	1	\$20.40	1.24%	1	\$20.80	1.26%
10	Trader Joe's	1	\$16.60	1.01%	1	\$16.50	1.00%
<b>Total</b>		<b>108</b>	<b>\$1,621.40</b>	<b>98.72%</b>	<b>104</b>	<b>\$1,573.40</b>	<b>95.28%</b>

The chart above lists the top 10 supermarket retailers in the Richmond market. Counties/cities included are: Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent and Powhatan. Petroleum sales are not included. ( ) Name in parentheses indicates another banner used by the company.

Total supermarket sales for the area are \$ 1.65 billion.

Source: Food World, June 2019

# Nourishing Families and Communities for over 80 years!

Serving great-tasting chilled prepared foods and baked goods such as Rainbow Cookies, Chocolate Fudge Pies, Chicken Salad, White House Rolls® and more.

Contact Brandy Seay  
Sales Account Manager

804-340-4080  
brandy.seay@ukrops.com



## Richmond Market Leaders:

### In Heated, Overstuffed Battle, Walmart Regains All Channel Lead In \$3.6 Billion Market

- In Heated Battle, WM Passes Kroger
- Alternates Control 52.15%
- Food Lion Has Improving Year
- C-Store Share Impressive At 11.27%
- Lidl, Publix Still Struggling

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Walmart (SC/Neighborhood Mkt)	19	\$615.60	17.24%	20	\$604.80	17.01%
2	Kroger	18	\$601.70	16.85%	18	\$605.00	17.00%
3	Food Lion	48	\$522.80	14.64%	48	\$517.10	14.53%
4	CVS+	61	\$251.50	7.04%	60	\$246.40	6.93%
5	Wawa	31	\$203.28	5.69%	28	\$212.18	5.96%
6	Target	12	\$148.00	4.14%	12	\$150.90	4.24%
7	Walgreens	27	\$147.60	4.13%	27	\$147.00	4.13%
8	Publix	11	\$145.80	4.08%	8	\$107.30	3.02%
9	7-Eleven	70	\$126.20	3.53%	72	\$118.10	3.32%
10	Wegmans	2	\$115.30	3.23%	2	\$114.90	3.23%
11	Sam's Club	3	\$87.00	2.44%	3	\$87.10	2.45%
12	Costco	2	\$78.70	2.20%	2	\$78.40	2.20%
13	Aldi	11	\$70.50	1.97%	10	\$59.60	1.68%
14	Rite Aid	19	\$66.50	1.86%	25	\$86.70	2.44%
15	BJ's Wholesale Club	2	\$65.40	1.83%	2	\$65.20	1.83%
16	International Markets	6	\$52.20	1.46%	6	\$52.00	1.46%
17	The Fresh Market	4	\$39.80	1.11%	4	\$42.00	1.18%
18	Sheetz	11	\$37.20	1.04%	11	\$36.80	1.03%
19	Lidl	6	\$36.30	1.02%	6	\$38.20	1.07%
20	Fas-Marts	26	\$36.00	1.01%	27	\$38.50	1.08%
	<b>Total</b>	<b>389</b>	<b>\$3,447.38</b>	<b>96.54%</b>	<b>391</b>	<b>\$3,408.18</b>	<b>95.79%</b>

The chart above lists the top 20 retailers in the Richmond market which sell groceries, HBC, drugs, general merchandise and tobacco products. Volumes listed include 100% of store sales for supermarkets, c-stores and drug chains. Sales for club stores, Kmart, Target and Wal-Mart are extrapolated to include comparable categories, as explained in the formula on page 77. Petroleum sales are not included. Counties/cities included are: Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent and Powhatan. ( ) Indicates another banner used by the company. +Stand-alone CVS and in-Target pharmacies.

Total food sales for the area are: \$3.57 billion.

Source: Food World, June 2019

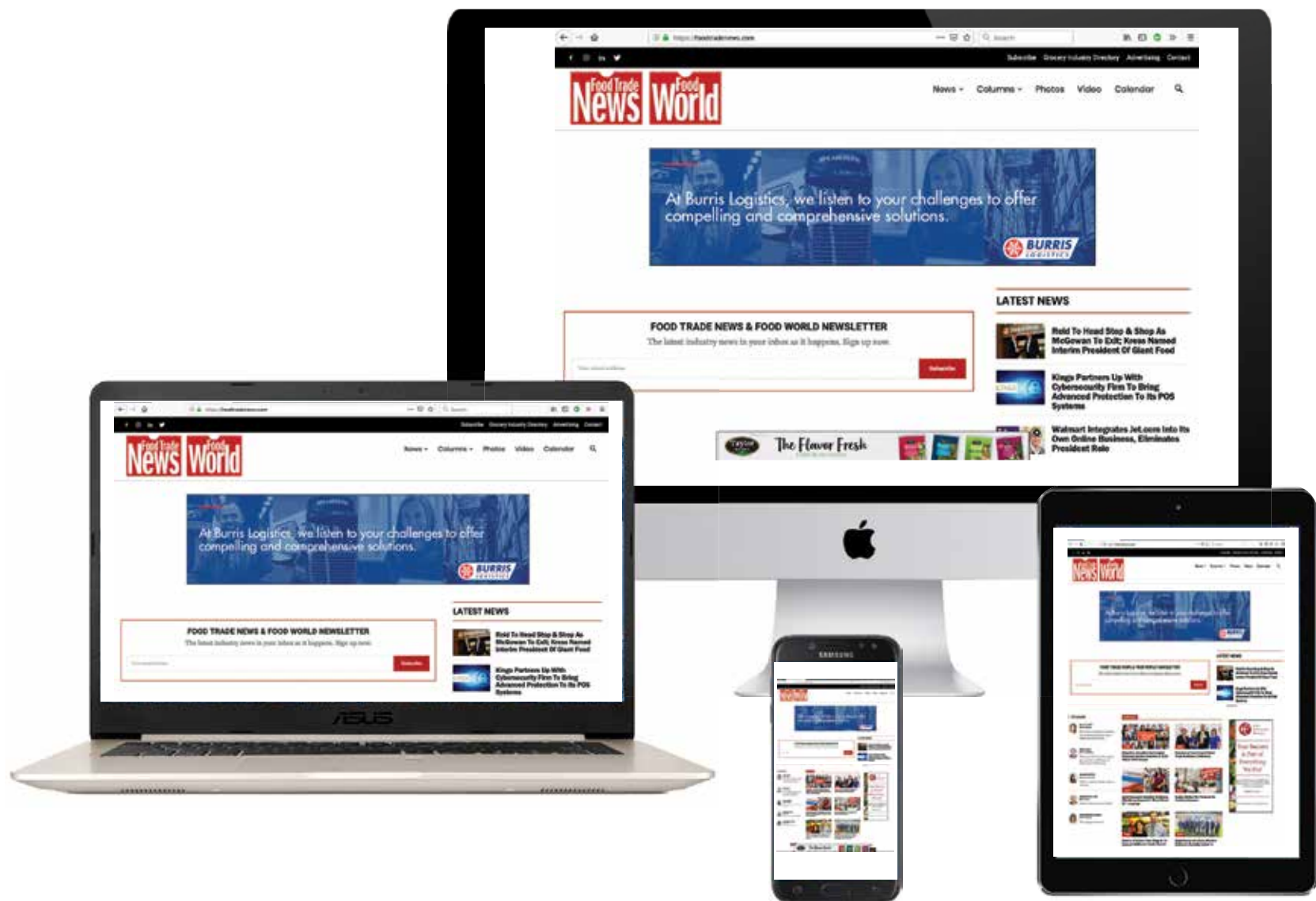
# Thank You

Our customers know they're going to find their favorite products on our shelves—and trusted suppliers like you make that happen!  
We'd like to say a big "Thank You!" to our hard-working vendor partners for all they do to help us keep our customers happy and loyal.

**Wegmans**  
Food Markets

# Connect with us online!

## NEW LOOK. MORE CONTENT.



[www.foodtradenews.com](http://www.foodtradenews.com)



@foodtradenews

## Richmond-Norfolk Supermarket Leaders:

### Food Lion Controls 38.1% Of All R-N Supers Business In Large \$4.5 Billion Combo Marketplace

- Food Lion Dominant At 38.18%
- Kroger Adds 7, Ups Share To 25.45%
- Former FF Locations Bolster HT
- Discounter Aldi Opens 7 New Units
- Trade Finds Publix Disappointing

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Food Lion	154	\$1,728.10	38.18%	153	\$1,710.70	36.59%
2	Kroger (Marketplace)	38	\$1,151.90	25.5%	31	\$1,000.40	21.40%
3	Harris Teeter	24	\$518.00	11.44%	18	\$407.90	8.72%
4	Wegmans	3	\$177.70	3.93%	3	\$173.10	3.70%
5	Aldi	25	\$167.00	3.69%	18	\$106.20	2.27%
6	Publix	12	\$158.90	3.51%	8	\$107.30	2.30%
7	Whole Foods	4	\$115.20	2.54%	4	\$115.90	2.48%
8	The Fresh Market	9	\$104.80	2.32%	10	\$117.60	2.52%
9	Lidl	15	\$99.80	2.20%	15	\$114.60	2.45%
10	International Markets	9	\$90.70	2.00%	8	\$79.80	1.71%
<b>Total</b>		<b>293</b>	<b>\$4,312.10</b>	<b>95.26%</b>	<b>268</b>	<b>\$3,933.50</b>	<b>84.13</b>

The chart above lists the top 10 supermarket retailers in the Richmond-Norfolk market. Counties/cities included are: Albemarle, Caroline, Charles City, Chesapeake City, Chesterfield, Cumberland, Dinwiddie, Essex, Gloucester, Goochland, Greene, Hampton/Newport News City, Hanover, Henrico, Isle of Wight, James City, King & Queen, Lancaster, Louisa, Mathews, Middlesex, New Kent, Norfolk City, Northumberland, Nottoway, Orange, Portsmouth City, Powhatan, Prince George, Richmond, Southampton, Suffolk City, Surry, Sussex, Virginia Beach City and York. Petroleum sales are not included. ( ) Indicates another banner used by the company.

Total supermarket sales for the area are \$ 4.53 billion.

Source: Food World, June 2019

## Richmond-Norfolk Market Leaders:

### With New Stores, Food Lion Maintains Lead Over Walmart; Kroger Also Grows In \$10B Market

- Alts. Share Grows To 50.81%
- Walmart Solid, Share Is 16.84%
- Kroger, HT, FL Add FF Units
- Drug Chains Command 11.85%
- 7-Eleven Dominant Among C-Stores

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Food Lion	154	\$1,728.10	17.31%	153	\$1,710.70	16.86%
2	Walmart (SC/Neighborhood Mkt)	56	\$1,681.00	16.84%	57	\$1,661.70	16.38%
3	Kroger (Marketplace)	38	\$1,151.90	11.54%	31	\$1,000.40	9.86%
4	7-Eleven	376	\$704.80	7.06%	375	\$664.30	6.55%
5	CVS+	123	\$524.80	5.26%	121	\$513.00	5.06%
6	Harris Teeter	24	\$518.00	5.19%	18	\$407.90	4.02%
7	Wawa	62	\$372.15	3.73%	59	\$382.91	3.77%
8	Walgreens	75	\$368.50	3.69%	75	\$374.10	3.69%
9	Target	25	\$291.70	2.92%	25	\$294.20	2.90%
10	Rite Aid	89	\$290.00	2.90%	102	\$333.90	3.29%
11	Sam's Club	8	\$239.30	2.40%	8	\$228.50	2.25%
12	Military Commissaries	6	\$234.84	2.35%	6	\$236.20	2.33%
13	BJ's Wholesale Club	6	\$183.80	1.84%	6	\$183.10	1.80%
14	Costco	5	\$182.10	1.82%	5	\$181.40	1.79%
15	Wegmans	3	\$177.70	1.78%	3	\$173.10	1.71%
16	Aldi	25	\$167.00	1.67%	18	\$106.20	1.05%
17	Publix	12	\$158.90	1.59%	8	\$107.30	1.06%
18	Whole Foods	4	\$115.20	1.15%	4	\$115.90	1.14%
19	Fresh Market	9	\$104.80	1.05%	10	\$117.60	1.16%
20	Lidl	15	\$99.80	1.00%	15	\$114.60	1.13%
<b>Total</b>		<b>1,115</b>	<b>\$9,294.39</b>	<b>93.10%</b>	<b>1,099</b>	<b>\$8,907.01</b>	<b>92.58%</b>

The chart above lists the top 20 retailers in the Richmond-Norfolk market which sell groceries, HBC, drugs, general merchandise and tobacco products. Volumes listed include 100% of store sales for supermarkets, c-stores and drug chains. Sales for club stores, Kmart, Target and Wal-Mart are extrapolated to include comparable categories, as explained in the formula on page 77. Petroleum sales are not included. Counties/cities included are: Albemarle, Caroline, Charles City, Chesapeake City, Chesterfield, Cumberland, Dinwiddie, Essex, Gloucester, Goochland, Greene, Hampton/Newport News City, Hanover, Henrico, Isle of Wight, James City, King & Queen, Lancaster, Louisa, Mathews, Middlesex, New Kent, Norfolk City, Northumberland, Nottoway, Orange, Portsmouth City, Powhatan, Prince George, Richmond, Southampton, Suffolk City, Surry, Sussex, Virginia Beach City and York. ( ) Indicates another banner used by the company. \*Stand-alone CVS and in-Target pharmacies.

Total food sales for the area are: \$10.00 billion.

Source: Food World, June 2019

# GREAT BALLS OF FIRE

By Duke Winston

## Wal-Mart Retakes Lead From Kroger In Richmond; HT, Kroger Benefit From Farm Fresh's Withdrawal

The Richmond-Norfolk market continues to be the most dynamic and competitive area in the entire Mid-Atlantic region. The reason is obvious: established powerhouse retailers that compete against each other (Walmart, Kroger, Wegmans, Food Lion) coupled with other new deep-pocketed merchants that are trying to gain traction in a market that's had a lengthy history of being overstored by retailers with divergent operating styles.

And for good measure to stir the pot further, add the withdrawal of two retailers over the past couple of years – Farm Fresh (in Tidewater) and Martin's (in Richmond), both of which once led their respective markets in sales.

In Richmond, the big story this year is that Walmart regained the top spot in the Old Dominion's capital, nudging past last year's leader, Kroger which had topped the Behemoth by 1/100th of a percent point.

It wasn't that Kroger had a bad year by any means. In fact the Richmond market (part of Kroger's Mid-Atlantic division) remains one of the mega-merchant's best units. However, the opening of three new Publix stores in the eight-county market adversely impacted Kroger more than it did Walmart, which also benefited from better execution at store level (including reducing out-of-stocks and slightly improved perishables) and its link to its online offerings ("ship to store" and delivery).

And while Publix certainly served as a market disruptor to some degree, the most profitable grocery chain in the country has fared disappointingly in its nearly two years in the Richmond market.

Lidl, which was also seen as another market changer has not yet found the sweet spot. Along with its strange merchandising ideas and sub-par perishables, the German discounter, which sought locations close to established discount competitors Aldi and Walmart, still operates the same six stores in Richmond that it did a year ago.

As for the Tidewater market, Food Lion with its 82 locations still leads but Walmart with only 30 units continues to press them. Food Lion even expanded its base this year with the acquisition of three Farm Fresh units and upgraded its stores with its "Easy, Fresh & Afford-

See **GREAT BALLS** on page 99

# Do your uniforms have this effect?

UKROPSTHREADS.COM | 888.559.8988

WWW.UKROPSTHREADS.COM



We've been helping to make employees smile for over 25 years. From concept to manufacturing and distribution, we provide a complete solution. Learn more at [www.ukropsthreads.com](http://www.ukropsthreads.com)

Ukrop's  
**threads**  
Your image at work

## AISLE chatter

From page 4

Congratulations to Food Lion on such a successful hunger campaign and for the well-deserved recognition!

Another retailer that deserves kudos is Weis Markets, which achieved its 10-year 20 percent emission milestone in 2018 despite a 2.6 emission increase as a result of increased store count, expanded refrigerated items and the rollout of self-checkouts to additional stores. This and other key achievements in the company's efforts to reduce its environmental impact in the communities it serves are detailed in the retailer's 2018 Sustainability Report: *Rooted in Success, Growing Our Future*. "Our sustainability program continues to make steady progress, focusing on five key areas: reducing our climate impact; the

green design and improvement of our stores, facilities, and logistics; protecting our resources; working with local farmers and food processors; and being socially responsible," said Weis Markets chairman and CEO **Jonathan Weis**. "We achieved these results thanks to the hard work of our sustainability team and the many associates who help implement our program throughout our store base, distribution center and support facilities." Other key achievements mentioned in the report include: diverting 39,341 tons of waste from landfills; recycling 28,180 tons of cardboard; increasing food donations to more than 860 tons through the company partnership with Feeding America; converting 34 stores from fluorescent to LED lighting thus reducing electricity consumption by 300,000 kWh annually per store; and being recognized by the Environmental Protection Agency's (EPA) GreenChill program for expanded efforts to reduce refrigerant usage to

address environmental impacts to the ozone layer and climate. The full report is available at [www.weismarkets.com/sustainability](http://www.weismarkets.com/sustainability).

Finally, I would like to congratulate my dear friend, **Elda Devarie**, founder and president of EMD Sales, for being honored by *El Tiempo Latino* with the organization's Entrepreneur Award of Distinction presented by Macy's. It was one of five special awards given at the Spanish language newspaper's Powermeter 100 2019 event, where it honored 100 individuals found to be most influential for Hispanic communities in Washington DC, northern Virginia and suburban Maryland. Elda's tireless work ethic and philanthropic nature are renowned in the industry, so it's wonderful to see her receiving the widespread recognition she so truly deserves. Felicidades, mi querida amiga dulce!

Until next month...

## Tidewater Supermarket Leaders:

### After Farm Fresh Exit, Food Lion Extends Lead; Harris Teeter, Kroger, Aldi Also Gain Share

- Farm Fresh Exits After 61 Years
- Food Lion Increases Mkt. Lead
- HT Opens FF Stores, Ups Share
- Kroger Also Gains FF Locations
- Aldi Adds 6 New Discount Units

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Food Lion	82	\$963.80	42.30%	81	\$953.60	38.21%
2	Harris Teeter	21	\$453.30	19.89%	15	\$346.70	13.89%
3	Kroger (Marketplace)	17	\$430.80	18.91%	10	\$276.20	11.07%
4	Aldi	14	\$96.50	4.24%	8	\$46.60	1.87%
5	The Fresh Market	5	\$65.00	2.85%	5	\$64.60	2.59%
6	Lidl	9	\$63.50	2.79%	9	\$76.40	3.06%
7	Whole Foods	2	\$62.50	2.74%	2	\$62.60	2.51%
8	Trader Joe's	3	\$46.60	2.05%	3	\$46.10	1.85%
9	International Markets	3	\$38.50	1.69%	2	\$27.80	1.11%
10	Save-A-Lot	7	\$33.40	1.47%	7	\$35.20	1.41%
<b>Total</b>		<b>163</b>	<b>\$2,253.90</b>	<b>98.92%</b>	<b>142</b>	<b>\$1,935.80</b>	<b>77.56%</b>

The chart above lists the top 10 supermarket retailers in the Tidewater market. Counties/cities included are: Chesapeake City, Gloucester, Hampton/Newport News City, Isle of Wight, James City, Norfolk City, Portsmouth City, Suffolk City, Virginia Beach City and York. Petroleum sales are not included. ( ) Indicates another banner used by the company.

Total supermarket sales for the area are \$ 2.28 billion.

Source: Food World, June 2019

## Tidewater Market Leaders:

### Food Lion, Walmart, 7-Eleven Control 44.8% Of \$5.2B Mkt.; Farm Fresh Withdrawal Creates Change

- Alts. Take 53.8% Of Market
- Strong WM Comps Build Share
- HT, Kroger, FL Benefit From FF Exit
- Big 3 Drug Chains Grab 11.74% Share
- Commissary Volume Drops Again

Rank	Company	2019 Stores	2019 Sales (in millions)	% of 2019 Market	2018 Stores	2018 Sales (in millions)	% of 2018 Market
1	Food Lion	82	\$963.80	18.48%	81	\$953.60	17.65%
2	Walmart (SC/Neighborhood Mkt)	30	\$844.00	16.18%	30	\$840.30	15.55%
3	7-Eleven	280	\$526.80	10.10%	277	\$497.90	9.21%
4	Harris Teeter	21	\$453.30	8.69%	15	\$346.70	6.42%
5	Kroger (Marketplace)	17	\$430.80	8.26%	10	\$276.20	5.11%
6	CVS+	47	\$214.50	4.11%	47	\$212.20	3.93%
7	Military Commissaries	5	\$204.11	3.91%	5	\$203.03	3.76%
8	Rite Aid	62	\$200.10	3.84%	69	\$223.60	4.14%
9	Walgreens	43	\$197.50	3.79%	43	\$204.10	3.78%
10	Wawa	31	\$168.87	3.24%	31	\$170.73	3.16%
11	Target	12	\$131.60	2.52%	12	\$131.80	2.44%
12	Sam's Club	4	\$129.90	2.49%	4	\$119.10	2.20%
13	BJ's Wholesale Club	4	\$118.40	2.27%	4	\$117.90	2.18%
14	Aldi	14	\$96.50	1.85%	8	\$46.60	0.86%
15	Costco	2	\$70.40	1.35%	2	\$70.10	1.30%
16	Fresh Market	5	\$65.00	1.25%	5	\$64.60	1.20%
17	Lidl	9	\$63.50	1.22%	9	\$76.40	1.41%
18	Whole Foods	2	\$62.50	1.20%	2	\$62.60	1.16%
19	Trader Joe's	3	\$46.60	0.89%	3	\$46.10	0.85%
20	International Markets	3	\$38.50	0.74%	2	\$27.80	0.51%
<b>Total</b>		<b>676</b>	<b>\$5,026.68</b>	<b>96.38%</b>	<b>659</b>	<b>\$4,691.36</b>	<b>96.36%</b>

The chart above lists the top 20 retailers in the Tidewater market which sell groceries, HBC, drugs, general merchandise and tobacco products. Volumes listed include 100% of store sales for supermarkets, c-stores and drug chains. Sales for club stores, Kmart, Target and Wal-Mart are extrapolated to include comparable categories, as explained in the formula on page 77. Petroleum sales are not included. Counties/cities included are: Chesapeake City, Gloucester, Hampton/Newport News City, Isle of Wight, James City, Norfolk, Portsmouth City, Suffolk City, Virginia Beach City and York. ( ) Indicates another banner used by the company. \*Stand-alone CVS and in-Target pharmacies.

Total food sales for the area are: \$5.22 billion.

Source: Food World, June 2019

# GREAT BALLS OF FIRE

From page 97

able” remodeling program, but Walmart with its SuperCenter dominance, continues as the dominant per store average operator in the market.

The pullout of Farm Fresh, a major factor in the Tidewater area for more than 60 years, created opportunities for virtually all retailers in the \$5.2 billion market. Harris Teeter (10 stores) and its parent, Kroger (eight units) were the most aggressive buyers in the store selloff that was engineered by then-parent company Supervalu (now UNFI). Also benefiting was Aldi which opened six new stores in the market and helped neutralize Lidl whose sales declined in its second year. Walmart also got dose of Aldi’s sales power as well.

What wasn’t measured in this year’s market study was the impact of the first Wegmans store in Tidewater which debuted in Virginia Beach on April 28. That store is already doing a land-office business and will be measured in next year’s study.

So, here’s Big Duke’s take on the Richmond-Norfolk operators and how they fared over the past 12 months.

**Walmart** – This is the first year since Walmart entered the R-N market in the early 1990’s that its store count decreased. The Bentonville Behemoth closed an underperforming Neighborhood Market in Chesterfield County and continued its recent practice of focusing on digital investments rather than brick & mortar expansion. Still, the world’s largest retailer continued its tenacious focus on price while also improving its in-stock conditions. Store morale also improved. While the continuing market overstoreing led to little upward movement for almost all retailers, taking share away from Walmart is almost impossible.

**Kroger** – By all standards, a very solid year made better by its store acquisitions in Tidewater which boosted its sales and share in that that market. Richmond was more of a grind due to the gridlock that continues in the capital region. Kroger is well-positioned in both markets to be an important player for many years, but with will clearly need to add more stores if it wants to move further up on the leader board.

**Food Lion** – I guess parent Ahold Delhaize USA does really care about its semi-discount division. Cap-ex was spent to improve its stores and add more perishables and its store count actually grew this year for the first time in nearly 15 years. Food Lion even unveiled

See **GREAT BALLS** on page 103

## Are You Reaching Your Food & Drug Customers In This \$200 Billion Marketing Area?

Out of Region Companies Receiving FOOD WORLD & FOOD TRADE NEWS:

- Ahold Delhaize**, Amsterdam, The Netherlands
- Albertsons Companies**, Boise, ID
- Aldi**, Batavia, IL
- Amazon**, Seattle, WA
- Costco**, Issaquah, WA
- Kroger**, Cincinnati, OH
- Sam’s Club**, Bentonville, AR
- Save-A-Lot**, St. Ann, MO
- Sprouts**, Phoenix, AZ
- Supervalu**, Eden Prairie, MN
- Target**, Minneapolis, MN
- Trader Joe’s**, Monrovia, CA
- Wal-Mart**, Bentonville, AR
- Walgreens**, Deerfield, IL
- Whole Foods**, Austin, TX
- 7-Eleven**, Dallas, TX




FOR MORE INFORMATION, VISIT US AT [WWW.FOODTRADENEWS.COM](http://WWW.FOODTRADENEWS.COM)

# VIRGINIA COUNTY SHARE OF MARKET: 2019

Total sales for those Virginia counties included in this study are \$20.8 billion


Rank	Company	Stores	Sales (in millions)	% of Market
------	---------	--------	------------------------	----------------



**ACCOMACK COUNTY (\$83.8 million)**  
(Includes Chincoteague)

- Population ..... 32,545
- # of households ..... 13,528
- Median income ..... \$42,260
- Under age 18 ..... 20.8%
- Over age 65 ..... 22.7%
- Female ..... 51.2%
- White ..... 601.0%
- Black ..... 28.6%
- Hispanic ..... 9.1%
- Asian ..... 70.0%

1	Walmart (SuperCenter)	1	\$28.90	34.49%
2	Food Lion	2	\$27.90	33.29%
3	Royal Farm Stores	5	\$10.60	12.65%
4	Walgreens	1	\$4.80	5.73%
5	Great Valu	1	\$4.60	5.49%
6	CVS	1	\$3.90	4.65%
7	Fas-Marts	2	\$3.20	3.82%
8	C&S Independents	1	\$2.11	2.52%
		<b>14</b>	<b>\$86.01</b>	<b>102.64%*</b>




**ALBEMARLE COUNTY** Including CHARLOTTESVILLE (\$566.1 million)  
(Includes, Keswick, White Hall)

- Population ..... 155,721
- # of households ..... 58,423
- Median income ..... \$92,714
- Under age 18 ..... 18.0%
- Over age 65 ..... 14.5%
- Female ..... 51.9%
- White ..... 71.2%
- Black ..... 14.3%
- Hispanic ..... 5.7%
- Asian ..... 6.6%

1	Kroger	3	\$119.40	21.09%
2	Harris Teeter	3	\$64.70	11.43%
3	Wegmans	1	\$62.40	11.02%
4	Food Lion	6	\$56.40	9.96%
5	Walmart	1	\$33.40	5.90%
6	Costco	1	\$33.00	5.83%
7	Giant Food	1	\$32.44	5.73%
8	Whole Foods	1	\$32.30	5.71%
9	CVS	8	\$27.60	4.88%
10	Sam's Club	1	\$22.40	3.96%
11	Trader Joe's	1	\$18.50	3.27%
12	7-Eleven	8	\$14.80	2.61%
13	Fas-Marts	6	\$12.30	2.17%
14	Target	1	\$12.10	2.14%
15	Great Valu	1	\$8.00	1.41%
16	Walgreens	1	\$4.80	0.85%
17	Sheetz	1	\$3.60	0.64%
18	Rite Aid	1	\$3.40	0.60%


19	Circle K	1	\$1.70	0.30%
		<b>47</b>	<b>\$563.24</b>	<b>99.49%</b>



**ARLINGTON COUNTY (\$793.2 million)**  
(Includes Arlington)

- Population ..... 234,965
- # of households ..... 102,310
- Median income ..... \$112,138
- Under age 18 ..... 17.9%
- Over age 65 ..... 10.3%
- Female ..... 50.1%
- White ..... 61.7%
- Black ..... 9.5%
- Hispanic ..... 15.6%
- Asian ..... 10.8%


1	Harris Teeter	5	\$184.60	23.27%
2	Giant Food	4	\$109.87	13.85%
3	CVS+	15	\$77.80	9.81%
4	Whole Foods	2	\$70.90	8.94%
5	Safeway	4	\$63.33	7.98%
6	Costco	1	\$58.40	7.36%
7	7-Eleven	28	\$57.90	7.30%
8	Military Commissaries	1	\$44.10	5.56%
9	Trader Joe's	1	\$29.30	3.69%
10	Target	1	\$19.10	2.41%
11	Rite Aid	4	\$14.20	1.79%
12	MOM's Organic Market	1	\$13.30	1.68%
13	International Markets	1	\$12.20	1.54%
14	Walgreens	2	\$12.10	1.53%
15	Lidl	1	\$7.60	0.96%
16	Streets Market	1	\$5.90	0.74%
		<b>72</b>	<b>\$780.60</b>	<b>98.41%</b>



**CAROLINE COUNTY (\$27.3 million)**  
(Includes Bowling Green)

- Population ..... 30,461
- # of households ..... 10,815
- Median income ..... \$60,925
- Under age 18 ..... 23.4%
- Over age 65 ..... 16.0%
- Female ..... 50.8%
- White ..... 63.7%
- Black ..... 27.3%
- Hispanic ..... 4.8%
- Asian ..... 0.9%

1	Food Lion	2	\$15.40	56.41%
2	CVS	1	\$4.30	15.75%
3	7-Eleven	2	\$3.90	14.29%
4	Rite Aid	1	\$3.10	11.36%
		<b>6</b>	<b>\$26.70</b>	<b>97.80%</b>



**CHARLES CITY COUNTY (\$4.6 million)**  
(Includes Charles City)

- Population ..... 7,004
- # of households ..... 2,899
- Median income ..... \$55,069
- Under age 18 ..... 15.6%
- Over age 65 ..... 23.5%
- Female ..... 51.6%
- White ..... 42.1%
- Black ..... 45.9%
- Hispanic ..... 1.9%
- Asian ..... 0.5%

**Multi-store retailers do not operate in this county.**

See VIRGINIA COUNTY SHARE on page 101

# VIRGINIA COUNTY SHARE OF MARKET: 2019

Continued from page 100



## CHESAPEAKE CITY (\$741.6 million)

- Population ..... 240,397
- # of households ..... 83,031
- Median income ..... \$72,214
- Under age 18 ..... 24.3%
- Over age 65 ..... 12.8%
- Female ..... 51.3%
- White ..... 57.4%
- Black ..... 30.4%
- Hispanic ..... 6.2%
- Asian ..... 3.5%

1	Walmart (SC/Neighborhood Mkt.)	6	\$140.30	18.92%
2	Food Lion	12	\$125.70	16.95%
3	7-Eleven	41	\$83.10	11.21%
4	Kroger (Marketplace)	3	\$77.30	10.42%
5	Sam's Club	2	\$62.00	8.36%
6	Harris Teeter	2	\$43.60	5.88%
7	CVS+	6	\$35.00	4.72%
8	Rite Aid	9	\$26.80	3.61%
9	Target	3	\$25.90	3.49%
10	BJ's Wholesale Club	1	\$25.30	3.41%
11	Walgreens	6	\$23.80	3.21%
12	Wawa	4	\$22.39	3.02%
13	Aldi	3	\$16.20	2.18%
14	Lidl	1	\$7.10	0.96%
15	Kmart	1	\$4.90	0.66%
16	Miller Marts	3	\$4.30	0.58%
17	Circle K	2	\$3.30	0.44%
18	Royal Farm Stores	1	\$2.30	0.31%
		<b>106</b>	<b>\$729.29</b>	<b>98.34%</b>

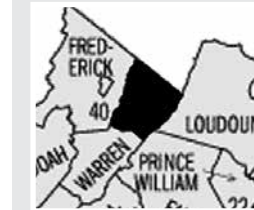


## CHESTERFIELD COUNTY Includes COLONIAL HEIGHTS (\$1.3 billion) (Including Chester, Midlothian)

- Population ..... 361,429
- # of households ..... 127,999
- Median income ..... \$63,961
- Under age 18 ..... 23.6%
- Over age 65 ..... 17.1%
- Female ..... 52.7%
- White ..... 66.8%
- Black ..... 20.0%
- Hispanic ..... 7.4%
- Asian ..... 3.9%

1	Kroger (Marketplace)	7	\$241.60	19.24%
2	Walmart (SuperCenter/NM)	6	\$208.30	16.58%
3	Food Lion	17	\$186.20	14.82%
4	Wawa	14	\$95.33	7.59%
5	CVS+	22	\$88.90	7.08%
6	Target	5	\$55.70	4.43%
7	Wegmans	1	\$55.50	4.42%
8	Sam's Club	2	\$54.20	4.32%
9	Walgreens	8	\$42.60	3.39%
10	Publix	3	\$42.20	3.36%
11	Costco	1	\$41.00	3.26%

12	Aldi	4	\$26.80	2.13%
13	Rite Aid	7	\$22.50	1.79%
14	7-Eleven	15	\$21.80	1.74%
15	International Markets	3	\$18.70	1.49%
16	The Fresh Market	2	\$17.90	1.43%
17	Sheetz	5	\$16.60	1.32%
18	Lidl	2	\$12.50	1.00%
19	Dash-In	2	\$3.40	0.27%
20	Circle K	1	\$1.70	0.14%
		<b>127</b>	<b>\$1,253.43</b>	<b>99.80%</b>



## CLARKE COUNTY (\$16.9 million) (Includes Berryville, Boyce)

- Population ..... 14,508
- # of households ..... 5,568
- Median income ..... \$72,129
- Under age 18 ..... 20.3%
- Over age 65 ..... 20.5%
- Female ..... 50.2%
- White ..... 85.7%
- Black ..... 4.8%
- Hispanic ..... 5.8%
- Asian ..... 1.5%

1	7-Eleven	3	\$6.10	36.09%
2	Sheetz	1	\$3.40	20.12%
3	Circle K	1	\$1.50	8.88%
		<b>5</b>	<b>\$11.00</b>	<b>65.09%</b>



## CULPEPER COUNTY (\$141.6 million) (Includes Culpeper, Rapidan)

- Population ..... 51,282
- # of households ..... 16,837
- Median income ..... \$3,636
- Under age 18 ..... 25.1%
- Over age 65 ..... 15.2%
- Female ..... 49.9%
- White ..... 70.7%
- Black ..... 14.9%
- Hispanic ..... 10.7%
- Asian ..... 1.7%

1	Giant/Martin's	1	\$30.83	21.77%
2	Walmart (SuperCenter)	1	\$27.80	19.63%
3	Weis Markets	2	\$14.74	10.41%
4	Target	1	\$12.80	9.04%
5	7-Eleven	6	\$12.20	8.62%
6	Safeway	1	\$10.15	7.17%
7	Aldi	1	\$8.10	5.72%
8	Lidl	1	\$6.90	4.87%
9	CVS+	2	\$6.50	4.59%
10	Walgreens	1	\$5.50	3.88%
11	Rite Aid	1	\$3.20	2.26%
		<b>18</b>	<b>\$138.72</b>	<b>97.97%</b>

See VIRGINIA COUNTY SHARE on page 102

# VIRGINIA COUNTY SHARE OF MARKET: 2019

Continued from page 101



## CUMBERLAND COUNTY (\$9.3 million) (Includes Cumberland)

• Population .....	9,811	• Female .....	51.7%
• # of households .....	3,972	• White .....	63.2%
• Median income .....	\$43,020	• Black .....	31.4%
• Under age 18 .....	19.8%	• Hispanic .....	2.7%
• Over age 65 .....	21.8%	• Asian .....	0.4%

**Multi-store retailers do not operate in this county.**



## DINWIDDIE COUNTY Including PETERSBURG (\$122.1 million) (Includes Dinwiddie, Church Road)

• Population .....	59,958	• Female .....	52.7%
• # of households .....	23,609	• White .....	38.4%
• Median income .....	\$44,290	• Black .....	55.1%
• Under age 18 .....	21.0%	• Hispanic .....	4.4%
• Over age 65 .....	16.8%	• Asian .....	1.1%

1	Walmart (SuperCenter)	1	\$35.80	29.32%
2	Food Lion	4	\$33.90	27.76%
3	Walgreens	2	\$9.90	8.11%
4	Save-A-Lot	1	\$5.40	4.42%
5	International Markets	1	\$5.20	4.26%
6	7-Eleven	2	\$5.10	4.18%
7	CVS	1	\$5.00	4.10%
8	Wawa	1	\$4.49	3.68%
9	Rite Aid	1	\$4.10	3.36%
10	Sheetz	1	\$3.70	3.03%
11	Fas-Marts	1	\$1.70	1.39%
		<b>16</b>	<b>\$114.29</b>	<b>93.60%</b>



## ESSEX COUNTY (\$54.3 million) (Includes Tappahannock)

• Population .....	11,028	• Female .....	52.8%
• # of households .....	4,470	• White .....	54.8%
• Median income .....	\$50,629	• Black .....	38.2%
• Under age 18 .....	19.4%	• Hispanic .....	3.5%
• Over age 65 .....	22.2%	• Asian .....	1.0%

1	Walmart	1	\$34.60	63.72%
2	Food Lion	1	\$9.90	18.23%
3	Rite Aid	1	\$3.90	7.18%
4	Sheetz	1	\$3.30	6.08%
5	Fas-Marts	1	\$1.70	3.13%
		<b>5</b>	<b>\$53.40</b>	<b>98.34%</b>



## FAIRFAX CO. Including FALLS CHURCH, FAIRFAX, ALEXANDRIA (\$4.7 billion) (Includes McLean, Reston, Springfield)

• Population .....	198,715	• Female .....	50.9%
• # of households .....	82,470	• White .....	59.7%
• Median income .....	\$105,012	• Black .....	11.4%
• Under age 18 .....	22.3%	• Hispanic .....	15.0%
• Over age 65 .....	12.8%	• Asian .....	11.5%

1	Giant Food	26	\$905.40	19.39%
2	Safeway	25	\$493.72	10.57%
3	International Markets	30	\$345.20	7.39%
4	Costco	4	\$312.80	6.70%
5	Wegmans	3	\$296.70	6.35%
6	Harris Teeter	9	\$294.50	6.31%
7	CVS+	64	\$280.30	6.00%
8	Whole Foods	6	\$218.40	4.68%
9	Walmart (SuperCenter)	8	\$200.40	4.29%
10	Shoppers	7	\$199.60	4.27%
11	Target	11	\$187.50	4.02%
12	7-Eleven	115	\$183.10	3.92%
13	Trader Joe's	7	\$160.30	3.43%
14	BJ's Wholesale Club	3	\$110.60	2.37%
15	Aldi	11	\$91.40	1.96%
16	Military Commissaries	1	\$83.80	1.79%
17	Walgreens	14	\$78.80	1.69%
18	MOM's Organic Market	3	\$45.00	0.96%
19	Rite Aid	14	\$44.20	0.95%
20	Balducci's	3	\$35.60	0.76%
21	The Fresh Market	2	\$31.30	0.67%
22	Food Lion	2	\$28.10	0.60%
23	Circle K	4	\$7.20	0.15%
24	Streets Market	1	\$6.10	0.13%
25	Wawa	1	\$4.59	0.10%
26	Sheetz	1	\$3.70	0.08%
27	C&S Independents	2	\$1.17	0.03%
		<b>377</b>	<b>\$4,649.48</b>	<b>99.56%</b>



## FAUQUIER COUNTY (\$155.7million) (Includes Remington, Warrenton)

• Population .....	69,465	• Female .....	50.5%
• # of households .....	23,981	• White .....	80.0%
• Median income .....	\$94,775	• Black .....	7.7%
• Under age 18 .....	23.4%	• Hispanic .....	8.3%
• Over age 65 .....	16.1%	• Asian .....	1.7%

1	Walmart (SuperCenter)	1	\$33.10	21.26%
2	Giant Food	1	\$28.49	18.30%
3	Food Lion	3	\$20.60	13.23%

See VIRGINIA COUNTY SHARE on page 104

# GREAT BALLS OF FIRE

From page 99

a new prototype and with its massive store base in the region, is once again taking advantage of the convenience factor it enjoys. Big Duke is impressed by the way the Food Lion has stepped on the accelerator to take advantage of its strengths in two highly competitive and diverse markets.

**Harris Teeter** – Although there are no stores in Richmond, HT became a much bigger factor with six more stores operating this year in Tidewater (and another three in the Charlottesville). The Wegmans store in Charlottesville which opened in 2016 has impacted Harris Teeter, and Wegmans recent Virginia Beach debut will have a significant effect, too. But the company does an excellent job of being a consistent upscale merchant that its customers can count on for service and perishables.

**Publix** – Big Duke remains baffled. Three new stores in Richmond with several more to come (plus new units in Fredericksburg and Williamsburg) and Publix refuses to change its game. The stores remain clean and offer strong customer service. However, retail pricing is higher than almost everyone in the market; its perishables, especially prepared foods, are mediocre at best. Most trade observers expected more especially since Publix knew that Kroger and Wegmans would be daunting supermarket challengers and Walmart is just plain tough. We know Publix has a big bank account and lots of patience, but waiting for the consumer to eventually circle back to Publix isn't going to work in Richmond in 2019. You don't get a second chance to make a first impression.

**Aldi** – An excellent year for the value operator, not only in Richmond-Norfolk but nationally. In Big Duke's opinion, nobody understands and executes discounting better than the successful German merchant who entered the U.S. in 1976. From store design, to ease of shopping, to vendor sourcing, to on-shelf merchandising and of course, pricing, Aldi deserves the gains it has achieved over the past several years. With its remodeling program well underway, featuring a slightly larger footprint to accommodate more perishables and a rapidly expanding national footprint, Aldi is positioned to be a major disruptor for years to come.

## WASHINGTON, DC SHARE OF MARKET: 2019



### District of Columbia (\$2.05 billion)

• Population .....	693,972	• Female .....	52.6%
• # of households .....	277,985	• White .....	36.0%
• Median income .....	\$77,649	• Black .....	47.7%
• Under age 18 .....	17.6%	• Hispanic .....	10.7%
• Over age 65 .....	11.9%	• Asian .....	3.8%

Rank	Company	Stores	(in millions)	Market
1	CVS+	61	\$440.60	21.51%
2	Safeway	12	\$312.05	15.23%
3	Giant Food	7	\$264.42	12.91%
4	Whole Foods	5	\$188.20	9.19%
5	Harris Teeter	4	\$166.70	8.14%
6	International Markets	10	\$106.20	5.18%
7	7-Eleven	53	\$97.10	4.74%
8	Walmart (SuperCenter)	3	\$96.20	4.70%
9	Trader Joe's	4	\$92.20	4.50%
10	Costco	1	\$52.90	2.58%
11	Walgreens	6	\$32.10	1.57%
12	Streets Market	4	\$31.60	1.54%
13	Rite Aid	6	\$25.70	1.25%
14	Military Commissaries	1	\$18.56	0.91%
15	Target	1	\$16.40	0.80%
16	MOM's Organic Market	1	\$12.70	0.62%
17	Aldi	1	\$10.70	0.52%
18	Save-A-Lot	1	\$6.00	0.29%
19	Wawa	2	\$5.69	0.28%
20	C&S Independents	1	\$0.73	0.04%
		<b>184</b>	<b>\$1,976.75</b>	<b>96.51%*</b>

( ) Name in parentheses indicates another banner used by the company.

\*Stand-alone CVS and in-Target pharmacies

Source: Food World, June 2019

## PER STORE AVERAGES: 2019

Rank	Company	Stores	2019 Sales (in millions)	Per Store Avg. (in millions)
1	Wegmans	21	\$1,637.20	\$77.96
2	Costco*	30	\$1,515.40	\$50.51
3	Giant/Martin's	54	\$2,175.89	\$40.29
4	Whole Foods	29	\$1,019.20	\$35.14
5	Sam's Club*	26	\$892.50	\$34.33
6	Giant Food	156	\$5,168.43	\$33.13
7	Military Commissaries	20	\$644.09	\$32.20
8	BJ's Wholesale Club*	29	\$907.00	\$31.28
9	Kroger (Marketplace)	38	\$1,151.90	\$30.31
10	Walmart (SC/Neighborhood Mkt)	163	\$4,852.50	\$29.77

( ) Name in parentheses indicates another banner used by the company.

\* Sales are extrapolated to include food, GM, HBC, floral, tobacco and pharmacy as explained on page 77.


Source: Food World, June 2019

# VIRGINIA COUNTY SHARE OF MARKET: 2019

Continued from page 102

4	Harris Teeter	1	\$16.90	10.85%
5	Safeway	1	\$15.92	10.22%
6	Sheetz	2	\$8.10	5.20%
7	CVS	2	\$7.70	4.95%
8	7-Eleven	4	\$7.30	4.69%
9	Walgreens	1	\$5.40	3.47%
10	Wawa	1	\$4.13	2.65%
11	Rite Aid	1	\$3.30	2.12%
12	Circle K	1	\$1.90	1.22%
		<b>19</b>	<b>\$152.84</b>	<b>98.16%</b>


8	Walgreens	1	\$4.90	4.42%
		<b>17</b>	<b>\$110.20</b>	<b>99.37%</b>



**GOOCHLAND COUNTY (\$26.0 million)**  
(Includes Goochland, Manakin)

- Population ..... 22,685
- # of households ..... 8,257
- Median income ..... \$86,652
- Under age 18 ..... 17.9%
- Over age 65 ..... 21.6%
- Female ..... 50.9%
- White ..... 78.1%
- Black ..... 16.1%
- Hispanic ..... 2.8%
- Asian ..... 1.5%


1	Food Lion	2	\$18.80	72.31%
2	Wawa	1	\$6.23	23.96%
		<b>3</b>	<b>\$25.03</b>	<b>96.27%</b>



**GREENE COUNTY (\$19.9million)**  
(Includes Stanardsville)

- Population ..... 19,612
- # of households ..... 7,260
- Median income ..... \$62,952
- Under age 18 ..... 24.3%
- Over age 65 ..... 16.6%
- Female ..... 51.1%
- White ..... 82.7%
- Black ..... 7.0%
- Hispanic ..... 6.1%
- Asian ..... 1.7%


1	Food Lion	1	\$8.40	42.21%
2	Great Valu	1	\$7.40	37.19%
3	CVS	1	\$3.90	19.60%
		<b>3</b>	<b>\$19.70</b>	<b>98.99%</b>



**HAMPTON/NEWPORT NEWS CITY (\$1.0 billion)**

- Population ..... 314,057
- # of households ..... 122,220
- Median income ..... \$51,552
- Under age 18 ..... 22.1%
- Over age 65 ..... 13.9%
- Female ..... 51.8%
- White ..... 40.7%
- Black ..... 46.6%
- Hispanic ..... 7.4%
- Asian ..... 2.9%


1	Food Lion	16	\$239.50	23.68%
2	Walmart (SC/Neighborhood Mkt.)	5	\$130.90	12.94%
3	7-Eleven	59	\$109.70	10.84%
4	Military Commissaries	2	\$76.76	7.59%
5	Walgreens	9	\$41.30	4.08%
6	Rite Aid	11	\$36.80	3.64%
7	Harris Teeter	2	\$35.30	3.49%
8	BJ's Wholesale Club	1	\$32.90	3.25%
9	Costco	1	\$32.40	3.20%
10	CVS+	8	\$31.20	3.08%
11	Sam's Club	1	\$30.80	3.04%
12	Wawa	6	\$30.61	3.03%
13	Whole Foods	1	\$28.30	2.80%
14	Target	2	\$23.80	2.35%
15	Lidl	3	\$23.40	2.31%



**FREDERICK COUNTY (\$429.6 million)**  
(Includes Stephens City)

- Population ..... 114,416
- # of households ..... 41,015
- Median income ..... \$60,184
- Under age 18 ..... 23.0%
- Over age 65 ..... 16.1%
- Female ..... 51.2%
- White ..... 74.9%
- Black ..... 8.2%
- Hispanic ..... 12.9%
- Asian ..... 2.2%

1	Walmart (SuperCenter)	3	\$121.60	28.31%
2	Giant/Martin's	3	\$116.42	27.10%
3	Costco	1	\$40.00	9.31%
4	CVS+	8	\$26.90	6.26%
5	Target	2	\$23.70	5.52%
6	Sheetz	6	\$23.20	5.40%
7	Walgreens	3	\$15.10	3.51%
8	7-Eleven	9	\$14.40	3.35%
9	Aldi	1	\$7.00	1.63%
10	Rite Aid	1	\$3.40	0.79%
		<b>37</b>	<b>\$391.72</b>	<b>91.18%</b>



**GLOUCESTER COUNTY (\$110.9 million)**  
(Includes Gloucester)

- Population ..... 37,292
- # of households ..... 14,746
- Median income ..... \$63,881
- Under age 18 ..... 20.1%
- Over age 65 ..... 18.4%
- Female ..... 50.6%
- White ..... 84.8%
- Black ..... 8.1%
- Hispanic ..... 3.6%
- Asian ..... 0.9%

1	Walmart (SuperCenter)	1	\$30.80	27.77%
2	Food Lion	2	\$19.80	17.85%
3	Kroger	1	\$18.40	16.59%
4	7-Eleven	8	\$14.10	12.71%
5	Aldi	1	\$8.70	7.84%
6	Rite Aid	2	\$7.10	6.40%
7	Wawa	1	\$6.40	5.77%

See VIRGINIA COUNTY SHARE on page 106

# Redner's Markets Updates Suppliers At Vendor Meeting Held At Corporate HQ In Reading, PA

Redner's Markets held a vendor meeting earlier this month at its corporate offices in Reading, PA to update the trade on its plans and progress. Addressing the audience were Gary M. Redner (l), COO, and Ryan Redner, president and CEO.



Attending from Burris Retail Logistics are Monica Spaulding (l) and Wayne Courts.

Tony Serafin (c) of Redner's Markets is flanked in this photo by Ed Rogers (l) of L&L Brokers and John Saurzopf, Integrity ESM.



This trio features (l-r) Jim Brandolino, John F. Martin Meats; Nick Buchanan, Brandywine Brokerage; and Marty Taras, Superior Food Brokerage.



These UNFI gentlemen are Greg Marbold (l) and Jack Larkin.



Among those on hand for the meeting were Annie Casserly (l) of Liberty Coca-Cola Beverages and Fran Dolan of Herr Foods.



East Coast Fresh is well represented at the meeting by Tom Brown (l) and Keith Barton.



## PLEASE DON'T LEAVE US BEHIND!

Make sure your subscription to *Food World* follows you to your new office or home by sending us your new address to:  
5537 Twin Knolls Road, Suite 438, Columbia, MD 21045  
email: [office@foodtradenews.com](mailto:office@foodtradenews.com) • phone: 800-860-1510

# VIRGINIA COUNTY SHARE OF MARKET: 2019

Continued from page 104

16	Aldi	3	\$21.30	2.11%
17	Kroger	1	\$20.10	1.99%
18	Save-A-Lot	4	\$15.70	1.55%
19	Trader Joe's	1	\$14.10	1.39%
20	International Markets	1	\$11.10	1.10%
21	The Fresh Market	1	\$10.80	1.07%
22	Miller Marts	5	\$7.10	0.70%
23	Circle K	1	\$1.60	0.16%
		<b>144</b>	<b>\$1,005.47</b>	<b>99.39%</b>

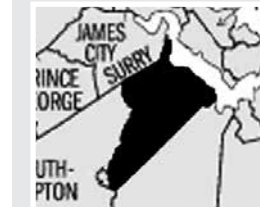
5	Publix	7	\$90.90	5.53%
6	7-Eleven	47	\$89.10	5.42%
7	Walgreens	15	\$84.40	5.14%
8	Target	6	\$78.20	4.76%
9	Wawa	11	\$75.30	4.58%
10	Wegmans	1	\$59.80	3.64%
11	Costco	1	\$37.70	2.29%
12	BJ's Wholesale Club	1	\$37.30	2.27%
13	Aldi	6	\$36.80	2.24%
14	Sam's Club	1	\$32.80	2.00%
15	International Markets	2	\$28.30	1.72%
16	Rite Aid	7	\$24.70	1.50%
17	Lidl	4	\$23.80	1.45%
18	The Fresh Market	2	\$21.90	1.33%
19	Whole Foods	1	\$20.40	1.24%
20	Fas-Marts	15	\$18.30	1.11%
21	Trader Joe's	1	\$16.60	1.01%
22	B. Green (Shoppers Value)	1	\$10.50	0.64%
23	Save-A-Lot	3	\$9.80	0.60%
24	Dash-In	2	\$4.20	0.26%
25	Sheetz	1	\$3.60	0.22%
26	Miller Marts	1	\$1.50	0.09%
		<b>197</b>	<b>\$1,623.10</b>	<b>98.76%</b>



## HANOVER COUNTY (\$408.9 million) (Includes Ashland, Mechanicsville)

• Population .....	105,923	• Female .....	51.0%
• # of households .....	38,208	• White .....	83.8%
• Median income .....	\$84,955	• Black .....	9.5%
• Under age 18 .....	22.2%	• Hispanic .....	3.1%
• Over age 65 .....	17.2%	• Asian .....	1.8%

1	Walmart (SC/Neighborhood Mkt.)	3	\$90.10	22.03%
2	Kroger (Marketplace)	2	\$86.30	21.11%
3	Food Lion	6	\$64.10	15.68%
4	BJ's Wholesale Club	1	\$28.10	6.87%
5	CVS+	7	\$26.90	6.58%
6	Wawa	4	\$21.93	5.36%
7	Target	1	\$14.10	3.45%
8	Publix	1	\$12.70	3.11%
9	Fas-Marts	8	\$11.90	2.91%
10	Walgreens	2	\$10.70	2.62%
11	7-Eleven	6	\$10.20	2.49%
12	Rite Aid	2	\$7.60	1.86%
13	Aldi	1	\$6.90	1.69%
14	Sheetz	2	\$6.30	1.54%
15	Dash-In	1	\$1.90	0.46%
16	Circle K	1	\$1.40	0.34%
		<b>48</b>	<b>\$401.13</b>	<b>98.10%</b>



## ISLE OF WIGHT COUNTY (\$84.7 million) (Includes Smithfield)

• Population .....	36,552	• Female .....	51.1%
• # of households .....	14,157	• White .....	70.5%
• Median income .....	\$67,767	• Black .....	23.4%
• Under age 18 .....	21.0%	• Hispanic .....	3.1%
• Over age 65 .....	18.5%	• Asian .....	1.0%

1	Food Lion	3	\$31.00	36.60%
2	Kroger	1	\$23.70	27.98%
3	CVS	2	\$9.90	11.69%
4	7-Eleven	4	\$7.90	9.33%
5	Rite Aid	2	\$7.20	8.50%
6	Royal Farm Stores	1	\$2.20	2.60%
7	Miller Marts	1	\$1.60	1.89%
		<b>14</b>	<b>\$83.50</b>	<b>98.58%</b>



## HENRICO COUNTY Including RICHMOND CITY (\$1.6 billion) (Includes Highland Springs, Sandston)

• Population .....	554,930	• Female .....	52.6%
• # of households .....	237,028	• White .....	47.1%
• Median income .....	\$54,402	• Black .....	39.7%
• Under age 18 .....	20.4%	• Hispanic .....	6.2%
• Over age 65 .....	13.9%	• Asian .....	5.6%

1	Kroger (Marketplace)	9	\$273.80	16.66%
2	Walmart (SC/Neighborhood Mkt.)	8	\$248.30	15.11%
3	Food Lion	14	\$168.60	10.26%
4	CVS+	30	\$126.50	7.70%

See VIRGINIA COUNTY SHARE on page 107

# VIRGINIA COUNTY SHARE OF MARKET: 2019

Continued from page 106



## JAMES CITY CO. Including WILLIAMSBURG (\$369.2 million) (Includes Norge, Toano)

• Population .....	90,555	• Female .....	52.6%
• # of households .....	33,059	• White .....	71.6%
• Median income .....	\$67,689	• Black .....	14.8%
• Under age 18 .....	15.7%	• Hispanic .....	6.8%
• Over age 65 .....	20.0%	• Asian .....	4.7%

1	Harris Teeter	3	\$87.40	23.67%
2	Walmart (SC/Neighborhood Mkt.)	2	\$64.70	17.52%
3	Food Lion	5	\$52.50	14.22%
4	CVS+	6	\$25.60	6.93%
5	Target	2	\$20.90	5.66%
6	7-Eleven	13	\$19.00	5.15%
7	Rite Aid	5	\$18.20	4.93%
8	Trader Joe's	1	\$15.40	4.17%
9	Publix	1	\$13.10	3.55%
10	The Fresh Market	1	\$11.70	3.17%
11	Wawa	2	\$9.95	2.70%
12	Aldi	1	\$6.80	1.84%
13	Walgreens	1	\$5.90	1.60%
14	Fas-Marts	2	\$4.00	1.08%
15	Miller Marts	1	\$1.60	0.43%
		<b>46</b>	<b>\$356.75</b>	<b>96.63%</b>



## KING & QUEEN COUNTY (\$5.5 million) (Includes King & Queen Courthouse)

• Population .....	7,003	• Female .....	49.4%
• # of households .....	2,811	• White .....	66.3%
• Median income .....	\$51,495	• Black .....	26.4%
• Under age 18 .....	18.2%	• Hispanic .....	3.1%
• Over age 65 .....	22.4%	• Asian .....	0.4%

**Multi-store retailers do not operate in this county.**



## KING GEORGE COUNTY (\$83.1 million) (Includes King George)

• Population .....	26,337	• Female .....	49.3%
• # of households .....	8,972	• White .....	73.5%
• Median income .....	\$84,770	• Black .....	16.4%
• Under age 18 .....	25.3%	• Hispanic .....	5.1%
• Over age 65 .....	12.8%	• Asian .....	1.6%

1	Walmart (SuperCenter)	1	\$30.10	36.22%
2	Food Lion	2	\$23.40	28.16%
3	Sheetz	3	\$9.80	11.79%
4	Wawa	1	\$6.02	7.24%
5	CVS	1	\$4.40	5.29%
6	Fas-Marts	2	\$3.40	4.09%

7	7-Eleven	2	\$3.30	3.97%
8	Military Commissaries	1	\$2.39	2.88%
		<b>13</b>	<b>\$82.81</b>	<b>99.65%</b>



## KING WILLIAM COUNTY (\$36.6 million) (Includes West Point)

• Population .....	16,708	• Female .....	51.0%
• # of households .....	6,079	• White .....	76.7%
• Median income .....	\$67,423	• Black .....	16.2%
• Under age 18 .....	23.2%	• Hispanic .....	2.6%
• Over age 65 .....	15.8%	• Asian .....	1.3%

1	Food Lion	2	\$26.30	71.86%
2	7-Eleven	2	\$3.80	10.38%
3	Rite Aid	1	\$3.60	9.84%
4	Fas-Marts	1	\$1.80	4.92%
		<b>6</b>	<b>\$35.50</b>	<b>96.99%</b>



## LANCASTER COUNTY (\$77.2 million) (Includes Kilmarnock)

• Population .....	10,788	• Female .....	53.0%
• # of households .....	5,081	• White .....	68.0%
• Median income .....	\$51,495	• Black .....	28.1%
• Under age 18 .....	15.4%	• Hispanic .....	1.9%
• Over age 65 .....	35.6%	• Asian .....	0.8%

1	Walmart (SuperCenter)	1	\$29.60	38.34%
2	Great Valu	1	\$13.60	17.62%
3	Food Lion	1	\$12.60	16.32%
4	Sharp Shopper	1	\$10.30	13.34%
5	Walgreens	1	\$5.10	6.61%
6	CVS	1	\$3.50	4.53%
7	Fas-Marts	1	\$1.80	2.33%
		<b>7</b>	<b>\$76.50</b>	<b>99.09%</b>



## LOUDOUN COUNTY (\$1.3 billion) (Includes Ashburn, Leesburg, Sterling)

• Population .....	398,080	• Female .....	50.4%
• # of households .....	121,299	• White .....	56.1%
• Median income .....	\$129,588	• Black .....	7.9%
• Under age 18 .....	28.5%	• Hispanic .....	13.9%
• Over age 65 .....	8.9%	• Asian .....	19.4%


1	Harris Teeter	10	\$239.50	18.33%
2	Giant Food	9	\$235.59	18.03%
3	Wegmans	2	\$166.20	12.72%
4	Costco	2	\$129.60	9.92%
5	Walmart (SuperCenter)	3	\$103.60	7.93%
6	International Markets	4	\$63.70	4.88%
7	Target	3	\$48.10	3.68%
8	Safeway	4	\$47.89	3.67%
9	CVS+	9	\$36.50	2.79%
10	7-Eleven	22	\$34.80	2.66%

See VIRGINIA COUNTY SHARE on page 108

# VIRGINIA COUNTY SHARE OF MARKET: 2019

Continued from page 107


11	Food Lion	3	\$33.20	2.54%
12	Walgreens	7	\$32.80	2.51%
13	Sam's Club	1	\$31.90	2.44%
14	Whole Foods	1	\$29.20	2.23%
15	Trader Joe's	1	\$17.20	1.32%
16	Rite Aid	3	\$11.70	0.90%
17	Sheetz	3	\$11.50	0.88%
18	Aldi	1	\$7.90	0.60%
19	Lidl	1	\$7.30	0.56%
20	Royal Farm Stores	2	\$5.00	0.38%
21	Wawa	1	\$4.85	0.37%
22	Circle K	2	\$3.30	0.25%
		<b>94</b>	<b>\$1,301.33</b>	<b>99.60%</b>



**MATHEWS COUNTY (\$15.2 million)**  
(Includes Mathews)

- Population ..... 8,779
- # of households ..... 3,766
- Median income ..... \$63,622
- Under age 18 ..... 15.8%
- Over age 65 ..... 30.8%
- Female ..... 51.7%
- White ..... 85.2%
- Black ..... 8.8%
- Hispanic ..... 2.6%
- Asian ..... 1.1%


1	Food Lion	1	\$12.20	80.26%
		<b>1</b>	<b>\$12.20</b>	<b>80.26%</b>



**MIDDLESEX COUNTY (\$28.6 million)**  
(Includes Urbanna)

- Population ..... 10,679
- # of households ..... 4,522
- Median income ..... \$50,483
- Under age 18 ..... 15.9%
- Over age 65 ..... 31.1%
- Female ..... 51.4%
- White ..... 77.8%
- Black ..... 17.2%
- Hispanic ..... 2.6%
- Asian ..... 0.4%


1	Food Lion	1	\$12.50	43.71%
2	7-Eleven	5	\$10.10	35.31%
3	Great Valu	1	\$5.50	19.23%
		<b>7</b>	<b>\$28.10</b>	<b>98.25%</b>



**NEW KENT COUNTY (\$44.5 million)**  
(Includes New Kent, Providence, Forge)

- Population ..... 21,682
- # of households ..... 7,555
- Median income ..... \$78,429
- Under age 18 ..... 20.0%
- Over age 65 ..... 16.8%
- Female ..... 48.9%
- White ..... 78.9%
- Black ..... 13.4%
- Hispanic ..... 3.5%
- Asian ..... 1.1%


1	Food Lion	3	\$30.80	69.21%
2	Rite Aid	2	\$7.60	17.08%
3	Fas-Marts	2	\$4.10	9.21%
4	Circle K	1	\$1.80	4.04%
		<b>8</b>	<b>\$44.30</b>	<b>99.55%</b>



**LOUISA COUNTY (\$45.6 million)**  
(Includes Louisa, Mineral)

- Population ..... 35,860
- # of households ..... 13,451
- Median income ..... \$56,946
- Under age 18 ..... 20.4%
- Over age 65 ..... 19.3%
- Female ..... 50.6%
- White ..... 77.9%
- Black ..... 16.1%
- Hispanic ..... 2.9%
- Asian ..... 0.7%


1	Food Lion	2	\$19.70	43.20%
2	Sheetz	2	\$7.10	15.57%
3	B. Green (Shoppers Value)	1	\$6.80	14.91%
4	Walgreens	1	\$4.70	10.31%
5	CVS	1	\$4.50	9.87%
6	Fas-Marts	1	\$1.80	3.95%
		<b>8</b>	<b>\$44.60</b>	<b>97.81%</b>



**NORFOLK CITY (\$719.1 million)**

- Population ..... 244,703
- # of households ..... 87,249
- Median income ..... \$47,137
- Under age 18 ..... 19.8%
- Over age 65 ..... 10.8%
- Female ..... 47.8%
- White ..... 43.6%
- Black ..... 42.5%
- Hispanic ..... 8.0%
- Asian ..... 3.8%

1	Walmart (SC/Neighborhood Mkt.)	4	\$134.60	18.72%
2	Food Lion	8	\$113.10	15.73%
3	7-Eleven	48	\$89.70	12.47%
4	Harris Teeter	3	\$58.30	8.11%
5	CVS+	7	\$42.30	5.88%
6	Military Commissaries	1	\$40.74	5.67%
7	Costco	1	\$38.00	5.28%
8	Walgreens	5	\$28.10	3.91%



**MADISON COUNTY (\$13.1 million)**  
(Includes Madison)

- Population ..... 13,277
- # of households ..... 5,107
- Median income ..... \$52,287
- Under age 18 ..... 20.4%
- Over age 65 ..... 21.7%
- Female ..... 51.6%
- White ..... 85.0%
- Black ..... 9.3%
- Hispanic ..... 2.7%
- Asian ..... 0.6%

1	Food Lion	1	\$11.90	90.84%
		<b>1</b>	<b>\$11.90</b>	<b>90.84%</b>

See VIRGINIA COUNTY SHARE on page 109

# VIRGINIA COUNTY SHARE OF MARKET: 2019

Continued from page 108

9	Wawa	5	\$27.22	3.79%
10	BJ's Wholesale Club	1	\$25.90	3.60%
11	Kroger	1	\$20.70	2.88%
12	Rite Aid	6	\$20.40	2.84%
13	The Fresh Market	1	\$14.80	2.06%
14	Save-A-Lot	2	\$11.80	1.64%
15	Target	1	\$11.80	1.64%
16	Lidl	1	\$7.40	1.03%
17	Royal Farm Stores	1	\$2.80	0.39%
18	Miller Marts	1	\$1.70	0.24%
		<b>97</b>	<b>\$689.36</b>	<b>95.86%</b>



## ORANGE COUNTY (\$105.6 million) (Includes Gordonsville, Orange)

• Population .....	360,773	• Female .....	51.3%
• # of households .....	13,470	• White .....	78.1%
• Median income .....	\$67,196	• Black .....	13.4%
• Under age 18 .....	21.3%	• Hispanic .....	4.9%
• Over age 65 .....	20.3%	• Asian .....	1.1%

1	Walmart (SuperCenter)	2	\$56.60	53.60%
2	Food Lion	3	\$25.60	24.24%
3	CVS	2	\$10.90	10.32%
4	Sheetz	2	\$7.80	7.39%
5	7-Eleven	3	\$5.80	5.49%
6	Fas-Marts	3	\$5.70	5.40%
		<b>15</b>	<b>\$112.40</b>	<b>106.44%*</b>



## NORTHAMPTON COUNTY (\$31.4 million) (Includes Cape Charles, Exmore)

• Population .....	11,846	• Female .....	51.9%
• # of households .....	5,177	• White .....	54.1%
• Median income .....	\$41,468	• Black .....	34.7%
• Under age 18 .....	19.8%	• Hispanic .....	8.8%
• Over age 65 .....	25.7%	• Asian .....	0.9%

1	Food Lion	2	\$19.10	60.83%
2	Royal Farm Stores	2	\$4.80	15.29%
3	Fas-Marts	2	\$4.10	13.06%
4	Rite Aid	1	\$2.90	9.24%
		<b>7</b>	<b>\$30.90</b>	<b>98.41%</b>



## PAGE COUNTY (\$62.3 million) (Includes Elgin, Luray)

• Population .....	23,731	• Female .....	50.4%
• # of households .....	9,467	• White .....	94.2%
• Median income .....	\$46,140	• Black .....	2.1%
• Under age 18 .....	20.1%	• Hispanic .....	2.0%
• Over age 65 .....	21.0%	• Asian .....	0.5%

1	Walmart	1	\$33.70	54.09%
2	Food Lion	2	\$10.10	16.21%
3	7-Eleven	3	\$6.70	10.75%
4	B. Green (Shoppers Value)	1	\$4.70	7.54%
5	CVS	1	\$4.40	7.06%
6	Circle K	1	\$1.80	2.89%
		<b>9</b>	<b>\$61.40</b>	<b>98.56%</b>



## NORTHUMBERLAND COUNTY (\$17.6 million) (Includes Heathsville)

• Population .....	12,275	• Female .....	50.8%
• # of households .....	5,774	• White .....	69.1%
• Median income .....	\$56,677	• Black .....	25.3%
• Under age 18 .....	15.0%	• Hispanic .....	3.7%
• Over age 65 .....	36.0%	• Asian .....	0.5%

1	Food Lion	1	\$12.30	69.89%
2	Rite Aid	1	\$3.40	19.32%
3	Fas-Marts	1	\$1.70	9.66%
		<b>3</b>	<b>\$17.40</b>	<b>98.86%</b>



## PORTSMOUTH CITY (\$271.2 million)

• Population .....	94,572	• Female .....	52.1%
• # of households .....	36,616	• White .....	37.5%
• Median income .....	\$48,727	• Black .....	54.6%
• Under age 18 .....	23.5%	• Hispanic .....	4.4%
• Over age 65 .....	14.6%	• Asian .....	1.4%

1	Food Lion	5	\$63.10	23.27%
2	Military Commissaries	1	\$34.91	12.87%
3	Kroger (Marketplace)	1	\$34.70	12.79%
4	Walmart (SuperCenter)	1	\$27.50	10.14%
5	7-Eleven	15	\$25.20	9.29%
6	Harris Teeter	1	\$20.90	7.71%
7	CVS	3	\$13.90	5.13%
8	Rite Aid	3	\$12.20	4.50%
9	Walgreens	2	\$10.80	3.98%
10	Wawa	2	\$8.80	3.24%
11	Aldi	1	\$7.00	2.58%



## NOTTOWAY COUNTY (\$35.7 million) (Includes Crewe, Nottoway)

• Population .....	15,434	• Female .....	45.8%
• # of households .....	5,633	• White .....	54.2%
• Median income .....	\$38,410	• Black .....	39.7%
• Under age 18 .....	19.5%	• Hispanic .....	4.3%
• Over age 65 .....	18.8%	• Asian .....	0.6%

1	Walmart (SuperCenter)	1	\$30.40	85.15%
2	Fas-Marts	1	\$2.00	5.60%
		<b>2</b>	<b>\$32.40</b>	<b>90.76%</b>

See VIRGINIA COUNTY SHARE on page 110

# VIRGINIA COUNTY SHARE OF MARKET: 2019

Continued from page 109

12	Save-A-Lot	1	\$5.90	2.18%
13	Royal Farm Stores	1	\$2.50	0.92%
		<b>37</b>	<b>\$267.41</b>	<b>98.60%</b>

6	Food Lion	10	\$116.60	6.91%
7	Walmart (SuperCenter)	5	\$100.60	5.96%
8	CVS+	18	\$79.40	4.70%
9	Costco	2	\$67.50	4.00%
10	Safeway	4	\$62.17	3.68%
11	BJ's Wholesale Club	2	\$56.50	3.35%
12	Shoppers	2	\$55.40	3.28%
13	Target	4	\$53.10	3.15%
14	Walgreens	9	\$48.90	2.90%
15	Military Commissaries	1	\$48.85	2.89%
16	Lidl	3	\$36.20	2.14%
17	Wawa	5	\$33.82	2.00%
18	Aldi	5	\$30.40	1.80%
19	Sam's Club	1	\$27.70	1.64%
20	Sheetz	8	\$27.20	1.61%
21	ShopRite	1	\$13.80	0.82%
22	MOM's Organic Market	1	\$12.10	0.72%
23	Rite Aid	2	\$6.30	0.37%
24	Circle K	2	\$3.50	0.21%
25	C&S Independents	1	\$1.03	0.06%
		<b>174</b>	<b>\$1,686.89</b>	<b>99.93%</b>



## POWHATAN COUNTY (\$65.3 million) (Includes Powhatan)

• Population	28,601	• Female	48.3%
• # of households	9,974	• White	85.9%
• Median income	\$80,441	• Black	9.9%
• Under age 18	18.5%	• Hispanic	2.2%
• Over age 65	17.7%	• Asian	0.6%

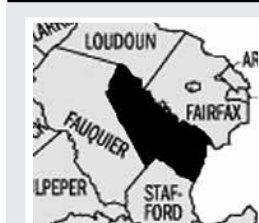
1	Walmart (SuperCenter)	1	\$33.10	50.69%
2	Food Lion	2	\$20.40	31.24%
3	Sheetz	2	\$7.00	10.72%
4	CVS	1	\$4.20	6.43%
		<b>6</b>	<b>\$64.70</b>	<b>99.08%</b>



## PRINCE GEORGE CO. Including HOPEWELL (\$75.8 million) (Includes Prince George)

• Population	60,430	• Female	49.7%
• # of households	22,797	• White	50.8%
• Median income	\$54,587	• Black	37.5%
• Under age 18	23.7%	• Hispanic	7.8%
• Over age 65	14.6%	• Asian	1.7%

1	Military Commissaries	1	\$30.73	40.54%
2	Food Lion	2	\$19.00	25.07%
3	7-Eleven	2	\$5.70	7.52%
4	Walgreens	1	\$4.30	5.67%
5	Rite Aid	2	\$4.20	5.54%
6	CVS	1	\$4.10	5.41%
7	Save-A-Lot	1	\$3.80	5.01%
		<b>10</b>	<b>\$71.83</b>	<b>94.76%</b>



## PRINCE WILLIAM CO. Including MANASSAS, MANASSAS PK. (\$1.7 billion) (Includes Dale City, Quantico, Woodbridge)

• Population	521,115	• Female	49.5%
• # of households	167,684	• White	39.0%
• Median income	\$85,914	• Black	17.5%
• Under age 18	26.1%	• Hispanic	33.4%
• Over age 65	9.0%	• Asian	8.9%

1	International Markets	10	\$193.10	11.44%
2	Wegmans	2	\$185.20	10.97%
3	Giant Food	7	\$174.42	10.33%
4	Harris Teeter	5	\$133.80	7.93%
5	7-Eleven	64	\$119.30	7.07%



## RAPPAHANNOCK COUNTY (\$5.1 million) (Includes Washington)

• Population	7,321	• Female	50.6%
• # of households	3,131	• White	88.7%
• Median income	\$62,541	• Black	4.4%
• Under age 18	17.1%	• Hispanic	3.8%
• Over age 65	26.5%	• Asian	0.8%

1	7-Eleven	1	\$1.80	35.29%
		<b>1</b>	<b>\$1.80</b>	<b>35.29%</b>



## RICHMOND COUNTY (\$20.1 million) (Includes Eleon, Warsaw)

• Population	8,939	• Female	44.4%
• # of households	3,250	• White	60.5%
• Median income	\$47,341	• Black	29.7%
• Under age 18	16.9%	• Hispanic	7.3%
• Over age 65	21.3%	• Asian	0.6%

1	Food Lion	1	\$11.90	59.20%
2	Rite Aid	1	\$2.60	12.94%
3	7-Eleven	1	\$1.90	9.45%
		<b>3</b>	<b>\$16.40</b>	<b>81.59%</b>

See VIRGINIA COUNTY SHARE on page 111

# VIRGINIA COUNTY SHARE OF MARKET: 2019

Continued from page 110



## SHENANDOAH COUNTY (\$102.9 million) (Includes Strasburg, Woodstock)

• Population .....	43,225	• Female .....	51.1%
• # of households .....	17,262	• White .....	87.6%
• Median income .....	\$53,934	• Black .....	2.6%
• Under age 18 .....	21.2%	• Hispanic .....	7.4%
• Over age 65 .....	21.2%	• Asian .....	1.0%

1	Food Lion	3	\$36.60	35.64%
2	Walmart (SuperCenter)	1	\$31.80	30.96%
3	Sheetz	2	\$8.10	7.89%
4	Save-A-Lot	1	\$7.90	7.69%
5	7-Eleven	4	\$6.10	5.94%
6	Rite Aid	2	\$5.60	5.45%
7	CVS	1	\$3.90	3.80%
8	Circle K	1	\$1.90	1.85%
		<b>15</b>	<b>\$101.90</b>	<b>99.22%</b>



## SOUTHAMPTON COUNTY (\$81.4 million) (Includes Courtland)

• Population .....	25,926	• Female .....	51.3%
• # of households .....	11,464	• White .....	49.2%
• Median income .....	\$46,221	• Black .....	46.5%
• Under age 18 .....	21.3%	• Hispanic .....	2.2%
• Over age 65 .....	19.5%	• Asian .....	0.7%

1	Walmart (SuperCenter)	1	\$36.80	45.21%
2	Food Lion	2	\$25.60	31.45%
3	7-Eleven	3	\$5.70	7.00%
4	Walgreens	1	\$4.50	5.53%
5	Rite Aid	1	\$2.80	3.44%
		<b>8</b>	<b>\$75.40</b>	<b>92.63%</b>



## SPOTSYLVANIA COUNTY Including FREDERICKSBURG (\$682.3 million) (Includes Spotsylvania)

• Population .....	161,393	• Female .....	52.4%
• # of households .....	58,958	• White .....	64.0%
• Median income .....	\$69,346	• Black .....	20.4%
• Under age 18 .....	22.8%	• Hispanic .....	10.2%
• Over age 65 .....	12.3%	• Asian .....	3.0%

1	Walmart (SuperCenter)	4	\$137.30	20.12%
2	CVS	15	\$75.10	11.01%
3	Giant Food	2	\$67.86	9.95%
4	Wegmans	1	\$64.20	9.41%
5	Wawa	9	\$52.90	7.75%
6	Weis Markets	6	\$48.40	7.09%
7	Lidl	3	\$28.40	4.16%
8	Costco	1	\$27.90	4.09%

9	7-Eleven	16	\$27.40	4.02%
10	Target	2	\$26.90	3.94%
11	BJ's Wholesale Club	1	\$26.50	3.88%
12	Sheetz	5	\$18.80	2.76%
13	Aldi	3	\$17.10	2.51%
14	Fas-Marts	11	\$14.60	2.14%
15	Walgreens	3	\$13.70	2.01%
16	Publix	1	\$12.50	1.83%
17	Food Lion	1	\$10.50	1.54%
18	Rite Aid	2	\$6.80	1.00%
19	Royal Farm Stores	1	\$2.40	0.35%
20	Miller Marts	1	\$1.50	0.22%
		<b>88</b>	<b>\$680.76</b>	<b>99.77%</b>



## STAFFORD COUNTY (\$344.9 million) (Includes Aquia, Falmouth, Stafford)

• Population .....	146,649	• Female .....	49.6%
• # of households .....	45,345	• White .....	61.8%
• Median income .....	\$103,005	• Black .....	19.0%
• Under age 18 .....	26.2%	• Hispanic .....	12.8%
• Over age 65 .....	10.1%	• Asian .....	3.6%

1	Giant Food	3	\$88.17	25.56%
2	Walmart (SuperCenter)	2	\$50.20	14.55%
3	Weis Markets	4	\$42.22	12.24%
4	Wawa	5	\$35.90	10.41%
5	Target	2	\$30.10	8.73%
6	Shoppers	1	\$28.90	8.38%
7	7-Eleven	11	\$18.30	5.31%
8	CVS+	4	\$17.50	5.07%
9	Aldi	1	\$6.90	2.00%
10	Lidl	1	\$6.80	1.97%
11	Sheetz	1	\$4.90	1.42%
12	Rite Aid	1	\$3.60	1.04%
13	Fas-Marts	2	\$3.10	0.90%
14	Royal Farm Stores	1	\$2.40	0.70%
15	Circle K	1	\$1.60	0.46%
		<b>40</b>	<b>\$340.59</b>	<b>98.75%</b>



## SUFFOLK CITY (\$261.2 million)

• Population .....	90,237	• Female .....	51.6%
• # of households .....	32,331	• White .....	49.4%
• Median income .....	\$68,089	• Black .....	42.4%
• Under age 18 .....	24.6%	• Hispanic .....	4.4%
• Over age 65 .....	13.9%	• Asian .....	1.9%

1	Walmart (SuperCenter)	2	\$63.90	24.46%
2	Kroger (Marketplace)	2	\$62.10	23.77%
3	Food Lion	5	\$43.60	16.69%

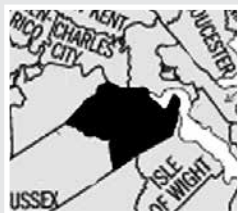
See VIRGINIA COUNTY SHARE on page 112

# VIRGINIA COUNTY SHARE OF MARKET: 2019

Continued from page 111

4	Harris Teeter	1	\$24.10	9.23%
5	7-Eleven	9	\$17.60	6.74%
6	Walgreens	3	\$12.90	4.94%
7	Rite Aid	3	\$11.90	4.56%
8	Lidl	1	\$7.30	2.79%
9	CVS	1	\$4.40	1.68%
10	Wawa	1	\$4.40	1.68%
11	Circle K	2	\$3.40	1.30%
12	Miller Marts	2	\$3.20	1.23%
		<b>32</b>	<b>\$258.80</b>	<b>99.08%</b>

7	Rite Aid	19	\$52.30	3.52%
8	Military Commissaries	1	\$51.70	3.48%
9	Wawa	9	\$51.50	3.47%
10	Target	4	\$49.20	3.31%
11	CVS+	13	\$48.10	3.24%
12	Sam's Club	1	\$37.10	2.50%
13	Aldi	5	\$36.50	2.46%
14	BJ's Wholesale Club	1	\$34.30	2.31%
15	Whole Foods	1	\$34.20	2.30%
16	The Fresh Market	2	\$27.70	1.87%
17	International Markets	2	\$27.40	1.85%
18	Lidl	3	\$18.30	1.23%
19	Trader Joe's	1	\$17.10	1.15%
20	Miller Marts	3	\$4.60	0.31%
21	Royal Farm Stores	1	\$3.10	0.21%
22	Circle K	1	\$1.80	0.12%
		<b>204</b>	<b>\$1,486.30</b>	<b>100.13%*</b>



## SURRY COUNTY (\$4.2 million) (Includes Surry)

- Population ..... 6,540
- # of households ..... 2,773
- Median income ..... \$54,656
- Under age 18 ..... 17.4%
- Over age 65 ..... 21.6%
- Female ..... 50.6%
- White ..... 52.5%
- Black ..... 43.1%
- Hispanic ..... 2.3%
- Asian ..... 0.5%

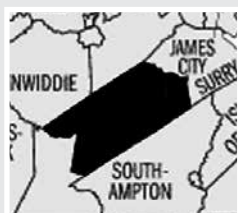
1	7-Eleven	1	\$1.70	40.48%
		<b>1</b>	<b>\$1.70</b>	<b>40.48%</b>



## WARREN COUNTY (34.7million) (Includes Front Royal)

- Population ..... 39,563
- # of households ..... 14,190
- Median income ..... \$65,353
- Under age 18 ..... 22.1%
- Over age 65 ..... 15.5%
- Female ..... 49.9%
- White ..... 87.0%
- Black ..... 4.9%
- Hispanic ..... 4.5%
- Asian ..... 1.2%

1	Giant/Martin's	1	\$43.84	32.55%
2	Walmart (SuperCenter)	1	\$35.70	26.50%
3	7-Eleven	8	\$16.40	12.18%
4	Target	1	\$14.40	10.69%
5	CVS+	2	\$6.70	4.97%
6	Aldi	1	\$6.60	4.90%
7	Rite Aid	1	\$2.80	2.08%
8	Royal Farm Stores	1	\$2.30	1.71%
9	Circle K	1	\$1.80	1.34%
		<b>17</b>	<b>\$130.54</b>	<b>96.91%</b>



## SUSSEX COUNTY (\$7.9 million) (Includes Sussex, Wakefield)

- Population ..... 11,373
- # of households ..... 3,388
- Median income ..... \$44,608
- Under age 18 ..... 15.6%
- Over age 65 ..... 17.0%
- Female ..... 40.3%
- White ..... 38.8%
- Black ..... 56.9%
- Hispanic ..... 3.0%
- Asian ..... 0.4%

1	Great Valu	1	\$4.10	53.25%
2	7-Eleven	1	\$2.20	28.57%
		<b>2</b>	<b>\$6.30</b>	<b>81.82%</b>



## VIRGINIA BEACH CITY (\$1.5 billion)

- Population ..... 450,436
- # of households ..... 167,731
- Median income ..... \$70,500
- Under age 18 ..... 22.2%
- Over age 65 ..... 13.7%
- Female ..... 50.9%
- White ..... 61.7%
- Black ..... 20.2%
- Hispanic ..... 8.2%
- Asian ..... 7.2%

1	Food Lion	23	\$244.10	16.45%
2	Walmart (SC/Neighborhood Mkt.)	8	\$216.90	14.61%
3	Harris Teeter	9	\$183.70	12.38%
4	7-Eleven	78	\$150.70	10.15%
5	Kroger (Marketplace)	5	\$136.20	9.18%
6	Walgreens	14	\$59.80	4.03%



## WESTMORELAND COUNTY (\$42.2 million) (Includes Colonial Beach)

- Population ..... 17,780
- # of households ..... 7,412
- Median income ..... \$55,688
- Under age 18 ..... 18.9%
- Over age 65 ..... 24.9%
- Female ..... 51.3%
- White ..... 64.0%
- Black ..... 26.3%
- Hispanic ..... 6.5%
- Asian ..... 0.9%

1	Food Lion	2	\$23.30	55.21%
2	Rite Aid	2	\$5.70	13.51%
3	Great Valu	1	\$5.00	11.85%
4	7-Eleven	2	\$3.90	9.24%

See VIRGINIA COUNTY SHARE on page 113

# NEW Mid-Atlantic, AAUW Host Workshops For Building Self-Advocacy, Negotiating Skills



The Mid-Atlantic chapter of the Network of Executive Women (NEW) and the American Association of University Women (AAUW) recently hosted workshops to build self-advocacy and confidence in negotiation, one at Nestle USA's Arlington HQ and one at Howard Community College in Columbia, MD. Among those on hand were Leesa Engelmann (l) of NEW, Sarah Spencer of AAUW and Rayma Alexander of Giant Food.



This Giant Food trio features Tara Beadenkopff (l), Arleen White (c) and Ben Freeman.



Julie Lee (c) of Giant Food is flanked in this photo by Christine Collins (l) of Burris Retail Logistics and Haley Flynn of Utz.



Here we have (l-r) Camille Furgala, Southern Glazer's Wine & Spirits; Michelle Wilden, GlaxoSmithKline; Wing Pokrywka and Alicia Braxton, Giant Food.



These smiles belong to Giant Food's Stacey Wendt (l) and Shelly Syniewski.



This Giant Food group photo includes (l-r) Billye Pounds, Sherry Teycer, Tanaysha Smith, Robin Anderson and Robin Moran.

## VIRGINIA COUNTY SHARE OF MARKET: 2019

Continued from page 112

5	Fas-Marts	1	\$1.80	4.27%
		<b>8</b>	<b>\$39.70</b>	<b>94.08%</b>

5	Walgreens	2	\$10.00	6.18%
6	7-Eleven	5	\$9.80	6.06%
7	Wawa	1	\$7.60	4.70%
8	Rite Aid	2	\$7.20	4.45%
9	CVS	1	\$4.10	2.53%
10	Royal Farm Stores	1	\$2.30	1.42%
11	Circle K	1	\$1.70	1.05%
12	Miller Marts	1	\$1.40	0.87%
		<b>21</b>	<b>\$159.80</b>	<b>98.76%</b>

( ) Name in parentheses indicates another banner used by the company.

\*Combined retailer sales exceed 100% due to spill-in from other areas. Because of consumers purchasing items in one county, but residing in an adjacent one, or due to summer tourist traffic, leakage can occur. County food sales are formulated from population and annual expenditures of county residents.

+ Stand-alone CVS and in-Target pharmacies

Source: *Food World*, June 2019



### YORK COUNTY Including POQUOSON (\$161.8 million) (Includes Yorktown)

• Population .....	67,739	• Female .....	50.9%
• # of households .....	24,333	• White .....	71.0%
• Median income .....	\$86,781	• Black .....	13.7%
• Under age 18 .....	23.9%	• Hispanic .....	6.5%
• Over age 65 .....	15.6%	• Asian .....	5.8%

1	Kroger	2	\$37.60	23.24%
2	Walmart (SuperCenter)	1	\$34.40	21.26%
3	Food Lion	3	\$31.40	19.41%
4	Kmart	1	\$12.30	7.60%

# IN REVIEW: ALDI

State	County	2019 Stores	2019 Sales (in millions)	2019 County Food Sales (in millions)	% of 2019 County Market	2018 Stores	2018 Sales (in millions)	% of 2018 County Market
DC	Washington	1	\$10.70	\$2,048.30	0.52%	1	\$9.80	0.53%
<b>DC Recap: 1 store with sales of \$10.7 million. Total retail food sales for DC in the study: \$2.05 billion. Aldi share of DC is 0.52%.</b>								
DE	Kent	2	\$17.10	\$462.80	3.69%	1	\$6.80	1.46%
<b>DE Recap: 2 stores with sales of \$17.1 million. Total retail food sales for DE in the study: \$1.29 billion. Aldi share of DE is 1.33%.</b>								
MD	Anne Arundel	3	\$24.60	\$2,073.40	1.19%	2	\$14.10	0.68%
MD	Baltimore City	4	\$22.70	\$1,367.50	1.66%	4	\$22.30	1.59%
MD	Baltimore County	11	\$72.70	\$2,841.20	2.56%	10	\$61.70	2.22%
MD	Carroll	1	\$7.30	\$583.20	1.25%	1	\$6.80	1.13%
MD	Cecil	1	\$6.80	\$242.60	2.80%	1	\$6.50	2.69%
MD	Frederick	2	\$19.20	\$790.30	2.43%	1	\$6.90	0.89%
MD	Harford	3	\$17.50	\$876.90	2.00%	3	\$19.30	2.23%
MD	Howard	1	\$9.70	\$1,040.60	0.93%	1	\$7.80	0.76%
MD	Montgomery	5	\$36.50	\$3,226.30	1.13%	3	\$19.40	0.61%
MD	Prince George's	10	\$66.20	\$2,857.40	2.32%	9	\$55.60	1.95%
MD	St. Mary's	1	\$6.50	\$353.20	1.84%	1	\$6.20	1.67%
MD	Talbot	1	\$6.80	\$192.10	3.54%	1	\$6.40	3.31%
MD	Washington	1	\$6.50	\$451.30	1.44%	1	\$6.30	1.34%
MD	Wicomico	1	\$9.40	\$259.10	3.63%	0	\$0.00	0.00%
<b>MD Recap: 45 stores with sales of \$312.4 million. Total retail food sales for MD in the study: \$18.54 billion. Aldi share of MD is 1.69%.</b>								
PA	Cumberland	3	\$19.90	\$994.20	2.00%	3	\$19.20	1.97%
PA	Dauphin	2	\$17.10	\$941.90	1.82%	1	\$7.80	0.85%
PA	Franklin	1	\$6.70	\$396.20	1.69%	1	\$6.40	1.54%
PA	Lancaster	3	\$21.40	\$1,473.50	1.45%	2	\$13.80	0.97%
PA	Lebanon	1	\$5.90	\$366.10	1.61%	1	\$5.60	1.53%
PA	York	3	\$25.20	\$1,369.80	1.84%	3	\$24.70	1.81%
<b>PA Recap: 13 stores with sales of \$96.2 million. Total retail food sales for PA in the study: \$5.82 billion. Aldi share of PA is 1.65%.</b>								
VA	Chesapeake City	3	\$16.20	\$741.60	2.18%	3	\$15.60	2.01%
VA	Chesterfield	4	\$26.80	\$1,256.00	2.13%	3	\$17.10	1.34%
VA	Culpeper	1	\$8.10	\$141.60	5.72%	1	\$7.90	5.47%
VA	Fairfax	11	\$91.40	\$4,669.80	1.96%	9	\$65.70	1.39%
VA	Frederick	1	\$7.00	\$429.60	1.63%	1	\$6.80	1.48%
VA	Gloucester	1	\$8.70	\$110.90	7.84%	0	\$0.00	0.00%
VA	Hampton/Newport News	3	\$21.30	\$1,011.60	2.11%	2	\$11.70	1.12%
VA	Hanover	1	\$6.90	\$408.90	1.69%	1	\$6.70	1.69%
VA	Henrico	6	\$36.80	\$1,643.50	2.24%	6	\$35.80	2.21%
VA	James City	1	\$6.80	\$369.20	1.84%	1	\$6.50	1.64%
VA	Loudoun	1	\$7.90	\$1,306.50	0.60%	1	\$7.60	0.59%
VA	Portsmouth City	1	\$7.00	\$271.20	2.58%	1	\$6.70	2.43%
VA	Prince William	5	\$30.40	\$1,688.00	1.80%	5	\$30.50	1.91%
VA	Spotsylvania	3	\$17.10	\$682.30	2.51%	3	\$17.70	2.67%
VA	Stafford	1	\$6.90	\$344.90	2.00%	1	\$6.70	1.94%
VA	Virginia Beach	5	\$36.50	\$1,484.30	2.46%	1	\$6.10	0.39%
VA	Warren	1	\$6.60	\$134.70	4.90%	1	\$6.30	4.43%

**VA Recap: 49 stores with sales of \$342.4 million. Total retail food sales for VA in the study: \$20.81 billion. Aldi share of VA is 1.65%.**

**Mid-Atlantic Recap: 110 stores with sales of \$778.8 million annually. Mid-Atlantic retail food sales total: \$48.49 billion.  
Aldi Per Store Average: \$7.08 million**

Source: Food World, June 2019

# Reid Moving To Quincy, MA As New Stop & Shop President; Kress To Helm Giant

From page 1

ment, noting that Stop & Shop is still feeling the sting of an 11-day strike by five United Food and Commercial Union locals affecting approximately 240 New England stores and 30,000 clerks and meatcutters. The strike, which began on April 11, also essentially collapsed the company's Easter and Passover sales.

Ahold Delhaize acknowledged the strike cost Stop & Shop about \$200 million in sales and as much as \$110 million in underlying profits and trade reports indicate that Stop & Shop is still trying to regain sales and customers in the eight weeks since the job action ended. Those figures will be more accurately detailed in its second quarter sales and earnings report which are expected to be released in August.

"You won't find a harder worker or better soldier than Mark," said one Ahold Delhaize USA executive who has known McGowan for more than 20 years. He's done everything the company's asked of him and done it with professionalism and enthusiasm. I believe the impact of the strike and the post-strike results was the catalyst for this move."

Ira Kress, senior vice president of operations for Giant Food, has been named interim president of the Landover, MD-based grocery chain. He is slated to begin in the role in late July.



**Gordon Reid**

"Mark McGowan has had a tremendous impact for the Ahold Delhaize USA brands, as well as the communities they serve, and we thank him for his 30 years of tireless service," Kevin Holt, CEO of Ahold Delhaize USA, said in a statement. "Under his leadership, Stop & Shop has built a strong foundation for transformation and expanded success that continues through our 'Reimagine Stop & Shop' initiative. As Mark transitions, I have full confidence that Gordon Reid is the right leader to continue this transformation by repositioning the business for future success and rebuilding customer loyalty."

Holt's internal message was a bit more detailed: "It's with mixed emotions that I share with you Mark McGowan has decided to leave the organization after 30 years of dedicated service. Gor-



**Mark McGowan**

don Reid, currently president, Giant Food, will assume the role of president, Stop & Shop in late July, but will begin transitioning to the new role in the coming weeks. At the company's request, Mark will stay on in an advisory role to Gordon through year-end to ensure a seamless transition. Mark has a strong passion for retail, and he leads with a purpose that always focuses on customers and associates. Under his leadership, Stop & Shop has created the foundation for reimagining the shopping experience and transforming the stores to serve its communities even more effectively. Mark's impact on this company has been tremendous, and I can't thank him enough for his extraordinary dedication and hard work. We're pleased that Gordon has agreed to take on this role. Gordon has more than 35



**Ira Kress**

years of international retail experience, and he has led Giant Food with excellence over the past six years. He is a caring, compassionate leader with a proven track record of growing brands and making lasting connections with customers, associates and local communities. We look forward to Gordon joining Stop & Shop and continuing our work together on the 'Reimagine Stop & Shop' strategy, both in existing markets and new markets in the future. In the coming weeks, Gordon will be meeting with people throughout the Stop & Shop brand and in the community as he transitions to his new role. Please join me in extending a warm Stop & Shop welcome to Gordon and thanking Mark for his many contributions to the company. We wish them both all the best."

McGowan originally joined

Stop & Shop in 1991 as a management trainee. He has been president of Stop & Shop since 2015 when he also held the position of executive VP- operations for Ahold USA prior to the merger of Ahold and Delhaize in July 2016.

"It's been an honor and privilege to lead the Stop & Shop brand. I'm grateful for our associates who are incredibly dedicated to serving our customers every day, and I'm extremely proud of all that we have accomplished together," McGowan said. "As Stop & Shop embarks on the next phase of its transformation, now is the right time for me to make this change. I look forward to working closely with Gordon and the entire team to ensure a seamless transition."

Reid has been president of Giant Food since joining the 165-store, Landover, MD-based chain in late 2013. He had more than 35 years of international retail experience, including various management roles at Tesco, Boots, A.S. Watson Group and The Dairy Farm Group. He was brought to Giant by former Ahold USA COO James McCann who had worked with Reid at Tesco.

Ira Kress has been with Giant his entire 35-year career. He has served as VP-human resources & labor relations from 2001-2011; senior VP-human resources & labor relations from 2011-2013; and for the past six years has been the company's senior VP-operations supervising Giant's 165 stores.

## No Puppies.

No celebrity gossip. No selfies. No recipes.

We only tweet about the important stuff.

Breaking news covering the industry from New England to the Carolinas.

Follow us on Twitter @FoodTradeNews





# Remade in America.

When you recycle a Coke can,  
it could be back on the shelf in  
as little as 60 days. Give it back.



**give it back**



[www.livepositively.com](http://www.livepositively.com)

©2010 The Coca-Cola Company. "Coca-Cola," the Dynamic Ribbon and the Contour Bottle design are registered trademarks of The Coca-Cola Company.