

For Immediate Release

Photos attached:

- 1) Donna Zambo, Vice President and Chief Marketing Officer at Allegiance; Moe Mujalli, Foodtown of Brooklyn Heights Store Owner; Joseph Fantozzi, President and Chief Operating Officer at Allegiance; Nasri Mujalli, Foodtown of Brooklyn Heights Store Owner; Samer Rahman, Vice President and Chief Merchandising Officer at Allegiance
- 2) Allegiance family and community gather to cut the ribbon.
- 3) Moe Mujalli, Foodtown of Brooklyn Heights Store Owner; Joseph Fantozzi, President and Chief Operating Officer at Allegiance; Nasri Mujalli, Foodtown of Brooklyn Heights Store Owner
- 4) Neighbors, families, and friends enjoy food tasting and fun activities.

Link to all event/store [Photos](#)

Foodtown of Brooklyn Heights Celebrates Grand Opening

Neighborhood welcomes its first supermarket opening in 15 years.

Brooklyn Heights, NY & Iselin, NJ (June 12, 2024) – [Allegiance Retail Services](#) and store owners, Nasri and Moe Mujalli, proudly announced the grand opening of Foodtown of Brooklyn Heights in Brooklyn, New York, on Friday, June 7, 2024. The new supermarket boasts an abundance of high-quality fresh food and products.

“Moe and Nasri [Mujalli] did an excellent job designing and building this Foodtown. They know how to get crafty, and it is a great space in a great neighborhood,” said Joseph Fantozzi, President and Chief Operating Officer of Allegiance Retail Services. “This supermarket is the perfect solution for this culturally diverse community, and the Mujalli’s have exceeded all expectations.”

Located in the heart of Brooklyn Heights, this is the first grocery store to open in the neighborhood in 15 years, bringing excitement, growth, and enrichment to the community. The store includes fresh produce and meat departments, a new seafood and sushi department, and a lavish floral selection. Shoppers can also enjoy daily fresh breads, cheeses, and deli items. Nasri Mujalli highlighted how each product line

includes vegan, organic, and gluten-free labels, so shoppers can make informed and efficient decisions when selecting items.

When shoppers enter the store, they step into a shopping experience. With a strong focus on detail, shoppers are invigorated to purchase items that help them eat well and live well.

The festive ribbon-cutting ceremony itself bustled with excitement, as neighbors, food vendors, and community officials gathered to celebrate the grand opening. Food-tasting stands, face-painting for families and children, and various other activities created a lively atmosphere, setting a positive tone for Foodtown of Brooklyn Heights' opening.

"I grew up in the neighborhood and went to school across the street. I have seen many different businesses at this location, but none better than Foodtown," said Lincoln Restler, Council Member of New York's 33rd District. "We are thrilled to welcome this terrific and affordable supermarket to the community with high-quality products and diverse food options for our neighborhood. I am thankful to the Mujalli's and the ARS team who made this happen."

Foodtown Supermarkets are renowned for their strong connections with the local communities they serve. These locally owned and family-operated stores offer high-quality products and perishables at affordable prices, delivering on the banner's promise: "Quality Meals Begin Here." These supermarkets also feature [Allegiance Retail Services](#)' Green Way private label brand of natural and organic foods and products, as well as Rancher's Legend beef.

Foodtown of Brooklyn Heights is located at 101 Clinton Street in Brooklyn Heights, Brooklyn, New York. It is open seven days a week from 7 a.m. to 11 p.m. Foodtown of Brooklyn Heights' phone number is (718) 522-3183, and the email is foodtown500@gmail.com.

About Allegiance Retail Services LLC

Allegiance Retail Services, LLC supports independent supermarkets (e.g., Foodtown, Freshtown, D'Agostino, Gristedes, Morton Williams, Pathmark, LaBella Marketplace, Brooklyn Harvest, Market Fresh, Big Deal Food Market, Green Way Markets and Shop n Bag) for retail success by providing them with marketing, advertising, technological and merchandising support, as well as a full line of private label products, including Foodtown, Green Way and Rancher's Legend. For more information, please visit www.allegianceretailservices.com

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