



Independent Together

FOR IMMEDIATE RELEASE

Allegiance Retail Services Receives NGA 2025 Creative Choice Award for Multicultural Marketing Campaign

ISELIN, NJ (February 26, 2025) – [Allegiance Retail Services, LLC](https://www.allegianceretail.com), a leading supermarket grocery services co-op, proudly announced today that its “Bringing Global Flavors Home for the Holidays” campaign received an Honorable Mention in the Multicultural Marketing category at the National Grocers Association’s (NGA) 2025 Creative Choice Awards.

The NGA Creative Choice Awards honor outstanding marketing and merchandising programs from independent grocery retailers across North America. This year’s competition featured new categories, including Multicultural Marketing, which recognizes efforts to engage with diverse community members.

“Our co-op members operate in some of the most culturally diverse communities in the United States,” remarked Joseph Fantozzi, President and COO of Allegiance Retail Services. “The ‘Bringing Global Flavors Home for the Holidays’ campaign exemplifies our commitment to honoring the cultural traditions that our customers celebrate during the holiday season.”

The innovative campaign was implemented across 76 Foodtown banner stores in the New York tri-state area. It celebrated the diverse cultural backgrounds of Foodtown shoppers by offering authentic ingredients and specialty products that enabled customers to recreate traditional holiday dishes from their homelands.

“By using Connected TV, targeted digital advertising, and coordinated email marketing, we created an immersive experience that resonated deeply with our diverse shoppers,” shared Donna Zambo, VP and Chief Marketing Officer of Allegiance Retail Services.

“The campaign’s success demonstrates Allegiance’s commitment to honoring multicultural heritages while strengthening customer loyalty.”

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Featuring a comprehensive 360-degree approach, the campaign included in-store end-cap video displays, strategic digital screens showing ingredient lists and recipe demonstrations, and QR codes in weekly circulars linking to preparation videos. These resources were created in collaboration with Allegiance's Registered Dietitian Nutritionists, who developed original recipes and creative twists on traditional dishes from various cultures.

Building on this recognition, Allegiance Retail Services plans to expand its multicultural initiatives throughout the year and will leverage insights gained from the campaign to develop more personalized shopping experiences, deepen community partnerships, and further enhance its co-op members' ability to serve as cultural cornerstones in their neighborhoods.

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, Marrazzo's Market, Brigidos Fresh Markets, Peck's Markets, Bloomingdale Supermarket by Foodtown, and Shop n Bag) 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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