

NEWSLETTER

Industry News • AI in Grocery • RSA Recommends • RSA Quarterly Pulse • Best Practices

Industry News

[Truly Indian Expands as U.S. Demand Soars](#)

[The Shift from Loyalty to E-Commerce](#)

[Inside the Mind of the 2025 Shopper](#)

[Avian Flu: What's Next for Egg Producers?](#)

[Grocery Industry Backs FDA's Traceability Extension](#)

Insights



In February 2025, U.S. online grocery sales surged 31% year-over-year to \$10.3 billion, marking the ninth consecutive month of growth. – The Shelby Report

AI in Grocery: Less Guesswork, More Growth



The National Grocers Association (NGA) Show wasn't just an event—it was a homecoming for RSA America. We were met with a wave of energy, innovation, and enthusiasm that reaffirmed why independent grocers remain the heart of our industry.

Over the course of the event, we had the opportunity to connect with retailers, brands, and industry leaders, discuss emerging trends, and showcase how RSA America continues to drive innovation in the independent grocery sector.



How AI is Helping Independent Grocers Stay Competitive

Larger grocery chains have been leveraging AI-driven strategies for years, using advanced data analytics to predict shopping trends, optimize pricing, and personalize promotions. Now, with AI-driven solutions becoming more accessible, independent grocers finally have the same tools to compete and win.

Here's how AI is making a difference:

- **Personalized Promotions That Actually Work**
AI analyzes customer shopping habits and automatically delivers targeted promotions to increase sales and shopper engagement. Instead of blasting the same coupon to everyone, AI ensures that each customer gets deals that matter to them, increasing their likelihood of returning.
- **Smarter Inventory Management**
Stocking shelves has never been this precise. AI can predict demand based on past trends, local events, and seasonal shopping habits. This means less waste, fewer out of stocks, and better profits.
- **AI-Powered Retail Media**
With AI-driven retail media, independent grocers can connect brands with the right customers at the right time. This allows CPG vendors to push relevant promotions directly to shoppers, driving additional revenue and enhancing the shopping experience.
- **Dynamic Pricing & Sales Forecasting**
AI can automatically adjust pricing based on demand, market trends, and competition. It can also forecast sales patterns, helping you plan ahead and optimize product availability.



At RSA America, we understand that independent grocers don't always have the time or resources to dive deep into AI technology. That's why we've built solutions that do the heavy lifting for you.

- **Autopilot AI** – This smart tool analyzes shopper behavior and automatically creates personalized promotions, tracks loyalty and non-loyalty sales, and provides real-time insights into what's selling and why. Less guesswork, more growth.
- **BrandAiQ** – AI-powered partnerships between grocers and brands mean CPG vendors can send targeted promotions directly to your customers, eliminating third-party interference. You get exclusive deals, higher coupon redemption rates, and a more engaged shopper base.
- **AI-Driven Analytics & Reporting** – Know exactly what's working and what's not. Our AI tools help you track customer behavior, sales trends, and promotional performance, giving you the power to make smarter business decisions.

The Future is Now — Are You Ready?

The AI is not just a trend — it's the future of grocery retail. The good news? It's easier to implement than you think. By embracing AI-powered solutions, independent grocers can compete with big chains, offer better customer experiences, and make data-backed decisions that drive real success.

RSA America Recommends

Picnics, Parties & Profits – Make Memorial Day & Independence Day Work for You!

Summer's biggest celebrations are on the horizon—Memorial Day & Independence Day—and that means big opportunities for independent grocers! As customers prepare for backyard BBQs, festive gatherings, and holiday shopping, now's the time to boost sales with smart promotions, strategic displays, and digital engagement.

What Shoppers Want

Grilling essentials, fresh produce, beverages, and quick grab-and-go options will be in high demand. Stock up on BBQ must-haves, party snacks, and patriotic-themed treats to encourage bigger basket sizes!

How You Can Make the Most of It

- Bundle Holiday Favorites – Offer BBQ packs with meats, buns, condiments, and sides at a special price.
- Boost Digital Coupons & Loyalty Rewards – Drive engagement with exclusive holiday discounts.
- Create Eye-Catching Displays – Feature themed end-caps and front-of-store promotions.
- Leverage Social Media – Promote deals, store hours, and recipe ideas to attract more shoppers.

RSA America Has You Covered!

At RSA America, we help independent grocers maximize holiday sales with AI-powered promotions, digital couponing, and data-driven strategies. Whether it's personalized deals, loyalty programs, or in-store digital engagement, we make it easy for you to capture more sales and keep customers coming back.

Let's make Memorial Day & Independence Day your biggest sales events yet! Need help with promotions? [Let's connect!](#)

Company News

RSA America Quarterly Pulse



The past few months have been exciting at RSA America! From new partnerships and product innovations to team growth, customer success stories, and key industry events, we're continuing to drive digital transformation for independent grocers. Here's a look at what's new and what's next!

Product Innovations & Upgrades

We've been enhancing our solutions to help grocers boost sales, streamline operations, and maximize profitability:

- **BrandAiQ Enhancements** – Our retailer-vendor engagement platform is now stronger than ever, allowing brands to push UPC-based coupons directly to retailers, track coupon performance, and optimize product movement—all without third-party interference.
- **Autopilot AI Upgrades** – We've expanded fraud detection, real-time product movement insights, and AI-driven personalized promotions to help independent grocers convert non-loyalty shoppers into loyal customers.
- **Retail Media Expansion with Citrus Ads** – Our partnership with Citrus Ads continues to deliver better-targeted digital promotions, enabling retailers to monetize their digital storefronts while providing shoppers with relevant, high-value deals.

New Customer Partnerships & Success Stories

- **Edwards Food Giant** – After a successful pilot at Edwards Cash Saver, which saw 3X the digital coupon redemptions, Edwards Food Giant expanded RSA America’s Loyalty Program and Digital Promotions across all 15 stores. The platform enables them to deliver personalized rewards and seamless mobile-first savings, keeping customers engaged and increasing basket sizes.
- **Kirby Foods** – Embracing Loyalty, Digital Coupons, and Catering Solutions, Kirby Foods is delivering a seamless shopping experience for customers. Their shoppers love the ease of clipping digital coupons and earning rewards, leading to 10X the coupon redemptions compared to their previous program. The new system is driving higher engagement and repeat visits.
- **North State Grocery** – Looking for a strong digital marketing partner, North State Grocery selected RSA America to enhance customer engagement and loyalty. By implementing AI-driven promotions and personalized deals, they are improving the shopping experience while building deeper connections with their customers. Their partnership with RSA America is a key step in their digital transformation.

Edwards
FOOD GIANT

Kirby
foods


**NORTH STATE
GROCERY, INC.**

Stay tuned for detailed case studies on how RSA America’s solutions are driving real results for independent grocers.

Welcome to Our New Team Members!

- **Mike Sowden – Advisory Board Member**
Mike Sowden, Chief Operating Officer at Roberts Company joins the RSA America advisory board. Mike brings extensive retail leadership experience, having overseen operations across 19 stores and 1,500 employees at Roberts Company. With leadership roles at Randalls, Supervalu, and more, he has a proven track record of driving operational success. A lifelong learner, Mike holds degrees from the University of Houston and Columbia Southern University and values family, leadership, and innovation.
- **Stephen D. Black – Advisory Board Member**
Stephen Black joins RSA America’s Advisory Board, bringing decades of grocery retail leadership to guide RSA’s next decade of growth and innovation. His expertise in operational excellence and strategic innovation aligns with RSA America’s mission to empower independent grocers with cutting-edge solutions.



- **Steve Grolmus – Director of Retail Execution**

A second-generation independent grocer with 45+ years in the industry, Steve Grolmus understands the challenges and opportunities retailers face. From leading North Scott Foods to serving as IGIA Chairman, his deep industry expertise makes him a perfect fit to strengthen retailer partnerships and execution strategies at RSA America.



- **Amy Parker – Chief Marketing Officer**

Amy Parker is a seasoned marketing executive with expertise in brand strategy, CRM, e-commerce, and customer insights. She has led high-performing marketing teams at Fresh Thyme Market, Pet Supplies Plus, Smart & Final, and more. As a data-driven marketer, Amy specializes in positioning brands for growth and driving impactful marketing strategies across retail businesses.



We're thrilled to welcome **Mike, Stephen, Steve,** and **Amy** to RSA America as we continue to drive innovation, strengthen partnerships, and empower independent grocers!

RSA America at Industry Events

We've been actively engaging with retailers, brands, and industry leaders at key industry events:

- **NGA Show 2025** – Connecting with top independent grocers, vendors, and partners to discuss the future of retail.
- **C&S East Coast Food Show (Connecticut)** – Showcasing how our solutions drive growth, efficiency, and digital transformation.



What's Next?

Exciting things are coming in the next quarter!



- **RSA Retail Edge Summit** – Our exclusive, invite-only Retail Edge Summit is coming to Minneapolis soon! This event will bring together retailers and CPG brands to discuss AI-driven retail strategies, Loyalty programs and digital transformation best practices and Exclusive insights from industry experts.
- **Further Enhancements to Autopilot & BrandAiQ** – Rolling out new AI-driven insights and expanded retailer-vendor collaboration tools.
- **More Strategic Partnerships** – Strengthening alliances with wholesalers, CPG brands, and technology providers for better digital solutions.

Best Practices

Unlock Maximum Sales & Profits Margins with RSA America - by Mark Osborne / VP Retail Execution



RSA America is here to assist you in strategy. Our experts will provide a deep dive into the approach, ensuring that you understand how to best apply it to your store. We offer guidance and tools to help you achieve maximum unit sales and gross profit margins. RSA can help you take a deeper dive into this strategy, reach out to:

mark@rsaamerica.com

Support Structure

Got questions? We've got answers! At RSA America, your satisfaction is our priority.

Reach out to your dedicated Account Managers **Monday through Friday, 8:30 AM to 5:00 PM (CST)** for assistance. Need help outside those hours? No worries! Our Support Team is here for you at support@rsaamerica.com.

For marketing inquiries, contact our Marketing Team at : marketing@rsaamerica.com for weekly ad-related questions, contact our Weekly Ad Team at : weeklyads@rsaamerica.com.

We're here to serve you!

Let's Stay Connected!

Follow us on [LinkedIn](#) for real-time updates.

Thank you for being part of the RSA America community—let's keep growing together!