

NEWSLETTER

Industry News • NGA Show 2025 • RSA Recommends • Company News • Best Practices

Industry News

[2025's Grocery Laws: What You Need to Know](#)

[Bold Flavors & Fresh Trends for 2025 Grocery](#)

[What's Next for Grocery in 2025?](#)

[Private Labels Set Record in 2024](#)

[Rising Food Prices: What's Driving Inflation in 2025](#)

Insights



The CPG industry is projected to reach \$18.94 trillion by 2031, growing 5.1% annually

RSA America at The NGA Show: Empowering Independent Grocers for a Stronger Future



From February 23-25, RSA America is excited to make a significant impact at the National Grocers Association (NGA) Show in Las Vegas. As a company committed to empowering independent grocers, we're thrilled to showcase our vision and the innovative solutions that help grocers thrive in today's competitive retail environment.



Ravi Achanta, CEO & Co-Founder of RSA America, reflects on the importance of independent grocers: “At RSA America, we believe technology should be a bridge, not a barrier. Our goal is to provide simple, scalable, and impactful solutions that help grocers not only survive but thrive. Our mission goes beyond just technology—it’s about enriching communities and empowering independent grocers to create stronger, more sustainable businesses.”

RSA America commemorates a decade of service, 2024 shines as a year of transformative milestones. Guided by a vision to empower independent grocers, we’ve embraced innovation, forged strategic partnerships, and strengthened our position as a trusted industry leader.



“ We're not just innovating;
we're empowering grocers and
transforming communities ”

Explore more at our **BOOTH 2039!**

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THE **nga** SHOW
2025

RAVI ACHANTA
CEO & CO-FOUNDER

FEB 23 - 25, 2025
CAESARS FORUM CONVENTION CENTER LAS VEGAS, NEVADA

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Empowering Grocers: RSA America’s Leadership Team at NGA Show

RSA America’s leadership team will be present at the NGA Show, bringing a wealth of experience and insight into how technology can drive retail success for independent grocers. Our solutions focus on customer engagement, operational efficiency, and smarter decision-making, all powered by data-driven insights that make grocers more competitive in the marketplace.

Rob Belcore, CCO & Co-Founder, will be at the show to discuss personalized marketing strategies and will also be speaking on “Leveraging AI for Personalized Marketing” on February 25th at 3pm. “At RSA America, we don’t just offer technology; we offer smart tools that empower grocers to engage customers on a deeper level,” Rob explains. “Our solutions help grocers increase margins and boost sales by delivering tailored promotions that resonate with their unique customer base. It’s all about making every customer interaction more meaningful.”



SESSION :

THE FUTURE OF LOYALTY : Leveraging AI for Personalized Marketing

February 25, 3:00 PM - 3:45 PM

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SPEAKER
ROB BELCORE
CCO, CO-FOUNDER

FEB 23 - 25, 2025
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Rao Achanta, CTO & Co-Founder, will also be sharing how RSA America is revolutionizing retail with cutting-edge solutions that optimize operations and drive smarter engagement. "Our AI-driven tools help grocers leverage real-time data to make informed decisions that drive profitability. Whether it's improving customer loyalty, streamlining inventory management, or enhancing sales, we're here to give independent grocers the tools they need to succeed," says Rao.



"Revolutionizing Retail with AI for Smarter Engagement and Greater Value "

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Tailored Solutions for Independent Grocers

Independent grocers face unique challenges, and RSA America is here to provide tailored solutions that address their needs. Our suite of products includes loyalty programs, e-commerce solutions, and targeted promotions, all designed with

independent grocers in mind. With RSA America, grocers can optimize every part of their business, from customer engagement to inventory management.

Mark Osborne, VP of Retail Execution, emphasizes that RSA America’s solutions are designed for practical application. “We’re focused on driving results, whether that means optimizing store operations, increasing customer loyalty, or improving the overall shopping experience. Our goal is to provide actionable insights that help grocers grow their business, not just increase short-term sales,” Mark states.



“Your Partner in Driving Results through Loyalty”

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MARK OSBORNE
VP - RETAIL EXECUTION

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Driving Success with Smarter Engagement

At RSA America, we believe smarter engagement is key to driving long-term success for independent grocers. Through data-driven insights, grocers can understand customer preferences, improve marketing strategies, and optimize promotions—all without the need for complex, high-cost solutions. Our approach is simple yet effective: leverage technology to streamline processes, enhance customer experiences, and drive profitability.

Terry King, SVP of Business Development, is excited to share the latest advancements in our solutions: “RSA America’s focus is on creating value for grocers. By providing AI-powered insights and personalized recommendations, we enable grocers to reach their customers more effectively. Our solutions are about maximizing engagement and driving long-term profitability.”



“Shepherding independents with their digital engagements”

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TERRY KING
VP BUSINESS DEVELOPMENT

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Independent Grocers Deserve More – The RSA America Mission

At RSA America, we recognize that independent grocers face challenges that large chains don't. These grocers must work smarter, not harder, to remain competitive. Our mission is clear: to help independent grocers access the same high-quality technology as the largest chains, without the complexity or high cost. We're providing affordable, easy-to-use solutions that grow with businesses, from small family-owned stores to larger regional chains.

"Technology should empower, not overwhelm," says Ravi Achanta. "Our solutions are designed to be user-friendly and provide actionable insights that make a real difference in the day-to-day operations of independent grocers."

Visit RSA America at The NGA Show

The NGA Show presents a unique opportunity for independent grocers to explore the latest innovations in the retail sector, and RSA America is proud to be part of it. Join Ravi Achanta, Rob Belcore, Rao Achanta, Mark Osborne, and Terry King at the show to learn how RSA America's data-driven, customer-first approach is helping independent grocers optimize operations, increase customer loyalty, and drive profitability.

Visit us at **Booth 2039** to see how our smart tools, personalized marketing strategies, and retail innovations can help your business stay ahead of the curve.

Book a meeting with team RSA America at the NGA Show 2025 today, we look forward to connecting with you at The NGA Show!

[Book Meeting](#)

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2025

RSA AMERICA

The Best Loyalty Programs for Independent Grocers

EXPLORE AT BOOTH 2039

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RSA America Recommends

Hop to It: Independent Grocers' Secret Sauce for Easter Success



As Easter approaches, independent grocers have a unique opportunity to capture sales and build lasting relationships with their communities. While retail giants may dominate the marketplace, independent grocers can leverage their strengths—personalized service, local connections, and flexibility—to stand out this season.

Here's how independent grocers can prepare for the Easter rush and compete with the big chains:

- 1. Embrace Digital Engagement:** In today's digital age, your online presence matters. Using targeted email campaigns to highlight Easter promotions, as well as offering exclusive digital coupons or loyalty rewards, can drive customer traffic both online and in-store. Make sure your website is optimized for easy navigation, allowing customers to shop for Easter essentials like candy, flowers, or hams without hassle.
- 2. Create Unique Easter Promotions:** Stand out by offering exclusive deals or Easter bundles that larger retailers may overlook. For example, personalized discounts on family-sized packs or special Easter-themed products like baked goods, chocolates, or seasonal flowers will resonate with customers looking for something unique and special for their celebrations.
- 3. Enhance the In-Store Experience:** During Easter, many customers are looking for a special shopping experience. Independent grocers can win here by creating festive displays, playing spring-themed music, and ensuring staff is ready to assist with product recommendations. Your ability to engage with customers and offer a more personalized shopping experience is a major advantage over larger stores that may not provide the same level of attention.
- 4. Highlight Local Products:** Shoppers increasingly prefer locally sourced products, and Easter is a perfect time to showcase them. Highlight local Easter specialties such as artisanal chocolates, locally made baked goods, or regional Easter baskets. This not only draws in customers who support local businesses but also adds a fresh and authentic touch to your Easter offerings.

5. Streamline Your Operations: To keep up with the high demand during Easter, ensure your inventory and supply chain is ready for the influx of customers. Consider offering Easter bundles—such as a “complete Easter dinner” package—at a discounted price to increase average basket size. Having a solid plan in place for inventory and staffing ensures you can serve customers quickly and efficiently, reducing frustration and boosting sales.

At RSA America, we believe that independent grocers are in a strong position to compete with big chains during the Easter season. By harnessing technology for promotions, focusing on local products, and providing a personal touch, independent grocers can attract new customers and drive sales during this key holiday season.

Company News

Expanding Expertise

RSA America is proud to announce that **Amy Parker**, Founder and President of Marketing Consulting Network, will be joining the Executive Leadership Team as the Chief Marketing Officer and Advisor to the Board of Directors. Amy is a highly experienced marketing leader with deep skills across the marketing funnel, specializing in building brands, multi-unit, and retail businesses. An acknowledged member of the leadership team, she built and led successful marketing teams in several consumer-facing companies, including Fresh Thyme Market, Pet Supplies Plus, Sears/Kmart, Tops Markets, Smart & Final, etc. In addition, Amy has built a successful fractional CMO practice working with B2C and B2B companies across several verticals.

Amy is experienced in positioning brands for growth, crafting powerful brand strategies, planning and budgeting, traditional and digital media, website development, e-commerce, customer insights, CRM and loyalty. She is a data-driven marketer who knows how to work across organizations to achieve desired outcomes.

During this engagement, Amy will provide oversight to the company’s marketing team as well as development of corporate strategy, programs, events, and advertising initiatives. With her expertise in the grocery industry, she will bring a deep understanding of the independent grocer and the challenges they face along with innovative strategies on how to build solutions to these challenges.



Best Practices

Where are you on your digital ad?

By **Mark Osborne** | VP Retail Execution, RSA America



Where are you on your digital ad, are you running 6-10 offers weekly including a no brainer for your DOW. Did you know that 43% of Americans use digital coupons when grocery shopping via a smartphone, 55% of consumers that shop online use a mobile device, 89% of grocery shoppers use their smartphone at the store and 58% of consumers are very comfortable using digital tools.

Help Is Just a Call Away

Need assistance in growing sales and profits. Mark is always here to help you tailor to your store's unique needs. 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!

