

# NEWSLETTER

Industry News • Insights • NGA 2025 • Best Practices • Company News

## Industry News

[Grocery e-commerce sales hit \\$10B](#)

[The Fresh Market expands steadily, opens six stores](#)

[Grocers' 2025 pricing strategies are critical](#)

[Grocers adopt quick-service restaurant strategies](#)

[Consumers seek authenticity, entertainment, and experiences 2025.](#)

## Insights

**Independent grocers will see a 6% digital sales increase and 15% loyalty growth in the upcoming year, as more shoppers turn to personalized, tech-driven grocery experiences.**

## RSA America Celebrates 10 Years of Empowering Independent Grocers



### A Year of Innovation, Partnerships, and Growth

As 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.

### Innovating with Autopilot and Brand iQ

At the NGA Show, RSA America unveiled **Autopilot**, an AI/ML-powered platform that transforms customer data into actionable insights. From automating promotions to personalizing shopper engagement, Autopilot is reshaping the grocery retail landscape.

A standout collaboration with **Heritage Grocers Group** demonstrates the platform's potential. By deploying Autopilot across banners such as Cardenas Markets, El Rancho Supermercado, and Tony's Fresh Market, we've elevated operational efficiency and customer experiences, showing what's possible when data meets innovation.

Meanwhile, **Brand iQ** continued to set the standard for vendor-funded digital promotions. For retailers like **Teal's Market**, the platform's data-driven approach has delivered higher clip-to-redemption rates, increased sales, and stronger retailer-brand connections.

"Autopilot is about fostering meaningful connections between grocers and their customers, creating loyalty and driving growth in ways we've only begun to explore," said **Ravi Achanta, CEO of RSA America**.

## Strengthening Strategic Partnerships

In 2024, RSA America reinforced its role as a trusted partner in the grocery industry:

- **California Grocers Association (CGA):** This collaboration continues to raise the bar for grocery standards in the nation's largest marketplace. Our e-commerce integrations, loyalty programs, and retail media solutions powered by **CitrusAd** provide independent grocers with the tools to thrive.
- **Springer Mountain Farms:** Leveraging BrandiQ, we helped digitize couponing strategies, achieving a **51% sales boost** among loyalty members and a **17% growth in total sales** during an eight-week pilot.



## Expanding Expertise

The addition of **Stephen D. Black** to our Advisory Board is a testament to RSA America's commitment to excellence. With his decades of experience in grocery retail leadership, Stephen will help guide RSA's next decade of growth and innovation.

"Stephen's insight into operational excellence and strategic innovation is a perfect fit for our goals," noted *Terry King, SVP of Business Development.*



We're honored to welcome **Steve Grolmus** to RSA America, as our new Director of Retail Execution! Steve's legacy as a second-generation independent grocer with over 45 years of dedicated experience perfectly aligns with RSA America's mission to empower communities and retailers alike.

From leading North Scott Foods to serving as IGIA Chairman, Steve's passion and expertise have left an indelible mark on the grocery industry. Let's toast to Steve's arrival as we build stronger connections and brighter futures together!



## Looking Ahead

As we celebrate a decade of achievements, **RSA America** is energized by the road ahead. Here's what's in store:

- **Broadening the Reach of Autopilot:** We plan to bring this transformative platform to more independent grocers, helping them harness AI-driven insights to enhance loyalty and operational efficiency.
- **Deepening E-Commerce Integration:** With partnerships like **UberEats** and **DoorDash**, RSA America will continue expanding delivery options and streamlining the customer experience.
- **Strengthening Retail Media Solutions:** Powered by **CitrusAd**, our retail media solutions will empower grocers to monetize digital shelves while delivering personalized shopping experiences.

- **Driving Innovation with Loyalty Programs:** Our loyalty initiatives will increasingly incorporate AI-driven analytics to provide even more value to shoppers while boosting sales for grocers.
- **Expanding Partnerships with Associations and Wholesalers:** Collaborations with industry leaders like **NGA, CGA, IGA,** and **ROFDA** will remain central to our mission of empowering independent grocers.
- **Continuing Digital Audits:** By offering tools to assess digital revenue, promotion effectiveness, and customer engagement, we will ensure grocers stay ahead in a competitive market. “

### From our CEO's Desk

**"Our journey is about more than technology; it's about the people we serve. Every innovation and partnership is designed to empower grocers and enrich the lives of their communities.."**

- **Ravi Achanta** | Chief Executive Officer, RSA America



### From our CTO's Desk

#### Revolutionizing Retail with AI: Smarter Engagement, Greater Value

**" Our AI-powered innovations are transforming retail by fostering intelligent engagement, boosting commerce, and creating exceptional value for shoppers and retailers alike. With cutting-edge models for ad optimization, personalized coupons, and curated catalogs, we're building stronger connections and redefining the shopping journey. "**

- **Rao Achanta** | Chief Technology Officer, RSA America



## Discover RSA America at the NGA Show 2025 in Las Vegas!

We're excited to announce our participation in the **National Grocers Association (NGA) Show 2025**, happening **February 23-25** at the Caesars Forum in Las Vegas, Nevada. This year's theme—empowering independent grocers—resonates deeply with RSA America's mission to help you thrive in an ever-evolving retail environment.

Our journey at RSA America has always been about collaboration, innovation, and empowering grocers like you. From **AI-driven loyalty solutions** to **actionable insights through predictive analytics**, we're dedicated to providing the tools that make a real difference in your business.

### Don't Miss Our Session

- **Topic:** *The Future of Loyalty: Leveraging AI for Personalized Marketing*
- **Date & Time:** February 25, 3:00 PM - 3:45 PM
- **Speaker:** Rob Belcore, RSA America's CCO & Co-founder.

Rob isn't just a speaker—he's a visionary with a passion for helping grocers reimagine customer loyalty. You'll leave with practical strategies to boost customer engagement, drive sales, and elevate your brand's impact.

### Come Meet Us at Booth 2039

Whether you're curious about monetizing digital channels or enhancing customer experiences, we'd love to connect. Stop by during the **exhibition, February 24-25**, to explore how we can help you achieve your goals.

Here's what you can expect:

- A hands-on look at our groundbreaking retail solutions.
- Success stories from grocers just like you.
- Personalized advice to address your unique challenges.

### Why RSA America?

At RSA America, we don't just create solutions; we build partnerships. Together, we've helped over 250 retailers across the country enhance their operations, engage customers, and grow their businesses. We'd be honored to explore how we can support your journey.

### Let's Connect!

Follow us on LinkedIn and Instagram for live updates, or schedule a one-on-one meeting with our team. Let's shape the future of grocery retail—together.

We're looking forward to meeting you in Las Vegas. Let's make NGA Show 2025 unforgettable!

## Best Practices

# Power Up Your Digital Strategy

By Mark Osborne | VP Retail Execution, RSA America



**BrandIQ** Coupons are a game-changer for your store's promotions, whether they come from your wholesaler or vendor. Use them to stand out, attract customers, and build loyalty.

### **Offer Big Savings without Big Costs**

Create irresistible deep discounts with flexible offers. Advertise the lowest prices in town and keep your margins intact—because smart deals benefit everyone!

### **Feature Coupons in Your Weekly Promotions**

Save your favorite BrandIQ Coupons and highlight them in your weekly ads. They're a surefire way to catch your customers' attention and keep them coming back.

### **Empower Your Team**

Your team is key! Take the time to teach them how to promote BrandIQ Coupons effectively. With the right approach, they can drive sales and delight customers.

### **A Look Ahead in 2025**

In 2025, let's celebrate the teamwork, partnerships, and loyal customers that make our businesses thrive. Together, we're stronger!

### **Help Is Just a Call Away**

Need ideas or support? Your account manager or Mark is always here to help you tailor BrandIQ Coupons to fit your store's unique needs. RSA can help you take a deeper dive into this strategy, reach out to [mark@rsaamerica.com](mailto:mark@rsaamerica.com)

Here's to creating a successful and memorable new year for you and your shoppers!



## Company News

# Taking Action Against Hunger: Supporting Children and Seniors in Need

On December 17, 2024, **RSA America** participated in the **Feed My Hungry Children** initiative, donating a one-year food supply for 11 children—equivalent to 12,000 meals—and volunteering to pack an additional 37,368 meals. Partnering once again with Feed My Starving Children (FMSC), we reaffirmed our commitment to combating hunger and supporting our community.

Beyond addressing hunger, we extended our efforts to feed senior citizens at a local old age home, providing grocery supplies and medications for an entire year. These initiatives foster a nurturing environment where vulnerable members of our community can live with dignity and thrive.

As part of our Offshore CSR initiative, we're honored to support the **Joy Foundation Society** in Madhapur, a remarkable organization that has been providing free food, clothing, medicines, and shelter to the elderly for the past three years. Currently home to 19 senior citizens, the foundation is a beacon of care and compassion.

To contribute to their incredible efforts, RSA America is providing a month's supply of medicines and groceries. Additionally, we are delighted to sponsor special New Year's Day meals on December 31, 2024, to bring joy and celebration to the residents.

This partnership reflects our commitment to giving back and creating a meaningful impact in the lives of those who need it the most. Together, we aim to make this New Year memorable for the wonderful residents of Joy Old Age Home.



## A Decade of Transformation, A Future of Possibilities

As **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.

1. **Empowering 5 Million Shoppers:** In 2024, RSA America supported 5 million shoppers through our digital solutions, fostering customer loyalty and streamlining shopping experiences.
2. **\$24 Billion in Purchases Processed:** RSA America facilitated \$24 billion in purchases, reflecting the immense scale of transactions enabled by our advanced platforms.
3. **170 Million Coupons Clipped:** Our platforms saw 170 million coupon clips, simplifying savings for shoppers while driving sales for retailers.
4. **38 Million Coupons Redeemed:** Facilitating 38 million coupon redemptions, RSA America delivered measurable value to both customers and grocers.

"At RSA America, our customers are the heartbeat of everything we do. Their trust drives us to innovate, their needs shape our solutions, and their success defines our mission. We are focused on providing more solutions that our customers can use ever more easily to drive their results in 2025." — **Rob Belcore**, Co-Founder/CCO, RSA America



As RSA America reflects on ten remarkable years, we're inspired by what lies ahead. The dedication of our team, the trust of our partners, and the resilience of independent grocers drive us to innovate and lead. Discover more about our journey and what's next at [www.rsaamerica.com](http://www.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](mailto:support@rsaamerica.com).

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

We're here to serve you!

