

NEWSLETTER

Industry News • Insights • Spotlight feat. Buche Foods • RSA Webinars

Industry News

[Inflation Helps Retailers Post Strong Comps; Many Fear That Darker Days Are Looming \(Tap To Read\)](#)

[Economic concerns among shoppers will drive the grocery industry for decades to come \(Tap to Read\)](#)

[Retailers are preparing for a discount-heavy, down holiday season \(Tap to Read\)](#)

Insights

Household items are the most searched coupon category in the United States.



Industry News

Accelerating Reach: The Power of Collaboration Between Retailers and CPG Brands

In today's fast-paced consumer landscape, retailers and CPG (Consumer Packaged Goods) brands must recognize the immense benefits of collaborating to reach customers faster. By joining forces, both parties can leverage their strengths to create a winning formula that maximizes visibility, engagement, and sales.

Primary benefits include:

- Amplified Market Penetration
- Enhanced Brand Exposure
- Streamlined Product Launches
- Targeted Shopper Insights
- Strategic Shopper Engagement

Embracing this partnership paves the way for mutual success, growth, and a competitive edge in the ever-evolving retail landscape.

SpotLight

NEW FEATURE

CUSTOMER SPOTLIGHT : BUCHE FOODS

Say Hello To Buche Foods!

In the heart of Buche Foods lies a commitment to exceptional customer service and fair pricing, making them the top choice for shoppers since 1905. With core values centred around customer satisfaction and doing the right thing, Buche Foods has built a solid reputation that has stood the test of time.



When it comes to customer feedback, Buche Foods sees it as a gift and an opportunity for growth. They take feedback seriously and remain open-minded to change. Understanding that listening to their customers is essential to being the best, Buche Foods incorporates customer feedback into their future development strategies.

But Buche Foods doesn't stop at serving their customers. They believe in giving back to the community that supports them. Through their non-profit organization, The Underdog Foundation, they provide scholarships to graduates who have overcome incredible challenges. Team Buche Cares, another charitable initiative, focuses on supporting local cancer patients and food pantries. Buche Foods is there for their community, whether it's fundraising, lending a helping hand, or simply being present in times of need.

The positive impact Buche Foods has made on customers and the community is evident. Working with the USDA, they have helped families gain access to fresh foods. Their pilot program for food lockers in communities with limited access to stores is just one example of their innovative solutions. Buche Foods also offers the ADD MILK program, allowing customers to purchase milk and receive the price of milk for healthy options through the store.

One of their proudest moments came in 2019 when they secured a lease with the Oglala Sioux Tribe. Determined to provide a better store for the community, Buche Foods replaced outdated equipment, stocked the store, and even arranged transportation for customers

during the transition. One such store in Pine Ridge has made a significant impact on the lives of many, exemplifying Buche Foods' commitment to doing the right thing.

Volunteerism is at the heart of Buche Foods' culture. Their team members actively participate in various community activities and events, such as sporting events, chamber activities, community cancer walk, veterans and church functions. They contribute to community clean-ups and prioritize maintaining their facilities to set a standard for others. Buche Foods believes in giving back and being an integral part of the communities they serve.



Environmental responsibility is also a priority for Buche Foods. They have adopted green practices, discontinuing the distribution of paper flyers to reduce waste and preserve trees. They promote the use of recyclable bags and support recycling efforts in their communities. By investing in energy-efficient equipment and lighting, they strive to minimize their environmental footprint. Additionally, Buche Foods prioritizes buying local produce and supporting local cattle producers, contributing to sustainability efforts.

Buche Foods have given scholarships over \$ 500,00 since 1992. The inspiration behind the UNDERDOG SCHOLARSHIP AWARD and Team Buche Cares initiative is deeply rooted in Buche Foods' desire to make a difference. The Underdog Foundation was established to provide scholarships to deserving underdogs, recognizing their unique strengths and challenges. Team Buche Cares was born with a mission to feed the hungry and support cancer patients in their fight. Together, these initiatives have positively impacted countless lives in their communities.

With a rich history rooted in exceptional service and a passion for community, Buche Foods continues to make a positive impact and inspire others to do the same.

We, at RSA America want to express our heartfelt gratitude to Buche Foods for being our valued customer. We are thrilled and proud to witness the outstanding contributions you have made in the grocery industry and your unwavering commitment to the communities you serve. Your dedication to customer service, fair pricing, and community support sets a remarkable example for others to follow. We look forward to continuing our successful journey together.

At RSA America, the story is one of dedication, compassion, and a commitment to uplift independent grocers. Through our empowering solutions, including digital coupons, loyalty programs, and automation, we provide a one-stop solution for grocers to boost their revenue. RSA America understands the needs of retailers, wholesalers, and grocery store owners in the United States, and we are ready to help them thrive.

Awards

NGA SPIRIT OF AMERICA AWARD



Team RSA America congratulates [RF Buche](#), for receiving the NGA Spirit of America Award! Their unwavering commitment and hard work in delivering exceptional experiences to your customers and community are truly remarkable. This recognition is a testament to their dedication, and we are honored to be a part of your journey. We wish to see you continue to succeed and inspire others in the future.

SPOTLIGHT

Get Featured on our Monthly Newsletter

We love our customers and our customers love us. To celebrate our partnership, we are introducing our new segment - **Spotlight** where we feature success stories of our ever growing customers and their journey in the independent grocery industry and beyond.

Share your story and get featured on our monthly newsletter

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COMING SOON

WEBINARS

RSA America is thrilled to announce a series of webinars, tackling the challenges of the grocery industry head-on and paving the way for success.

[Tap Here To Pre-Register](#)



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EMPOWERING INDEPENDENT GROCERS