

# NEWSLETTER

Industry News • RSA America at NGA Show 2025 • RSA Recommends • Best Practices

## Industry News

[Inflation Boosts Private Label Growth, Especially Among Gen Z, Millennials](#)

[USDA Launches \\$1B Plan to Lower Egg Prices, Curb Bird Flu](#)

[Social Media, E-Commerce Boost Fruit, Veggie Consumption: FMI](#)

[NGA Honors Competition Winners: Case Study, Bagger, Creative Awards](#)

[Private Label Grows Competitive in CPG Market: Circana Reports](#)

## Insights

**January Online Grocery Sales Jump To \$10B.**



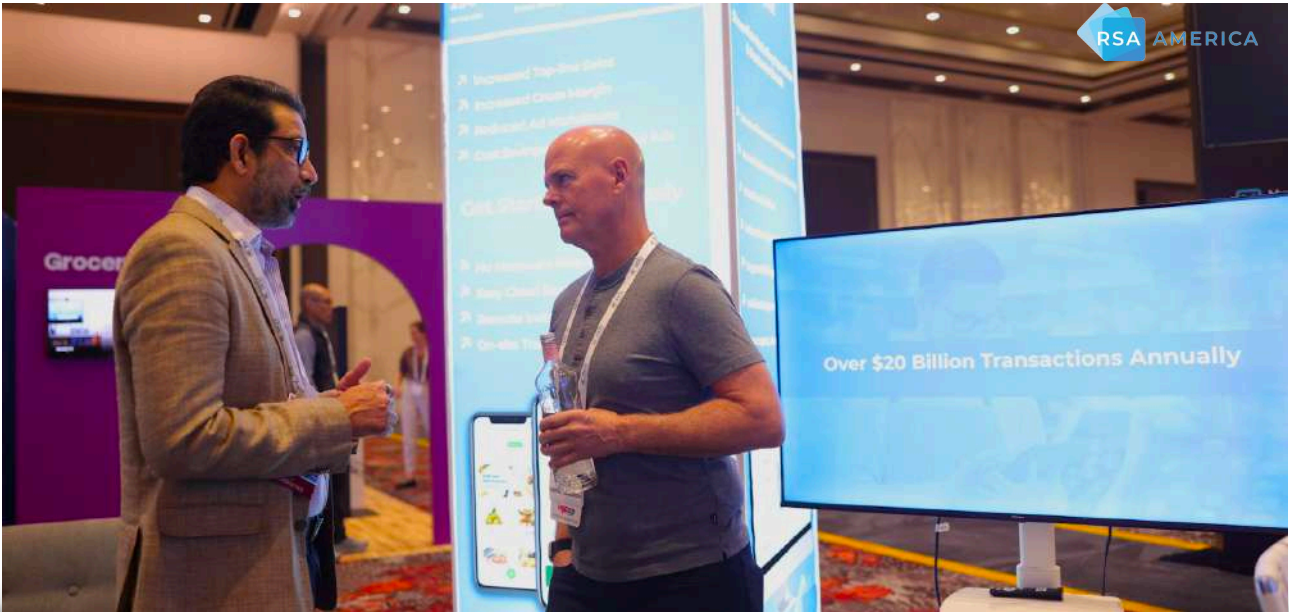
## Empowering Independent Grocers: A Personal Reflection from RSA America at NGA Show 2025



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.

## Strengthening Relationships, Creating New Opportunities



Our Chief Executive Officer, **Ravi Achanta** captured the excitement of the show, saying, "It was amazing to reconnect with our industry peers. We met so many new retailers and brands, plus we had the chance to check in with our existing clients—there's nothing quite like these in-person connections."

For us at RSA America, these moments of collaboration define our work. Whether it was chatting with an independent grocer about their evolving digital strategy or brainstorming new solutions with a brand partner, NGA reinforced the importance of shared success. We saw a growing interest in digital transformation, and many retailers were eager to learn how RSA America's solutions could help them navigate the changing landscape.

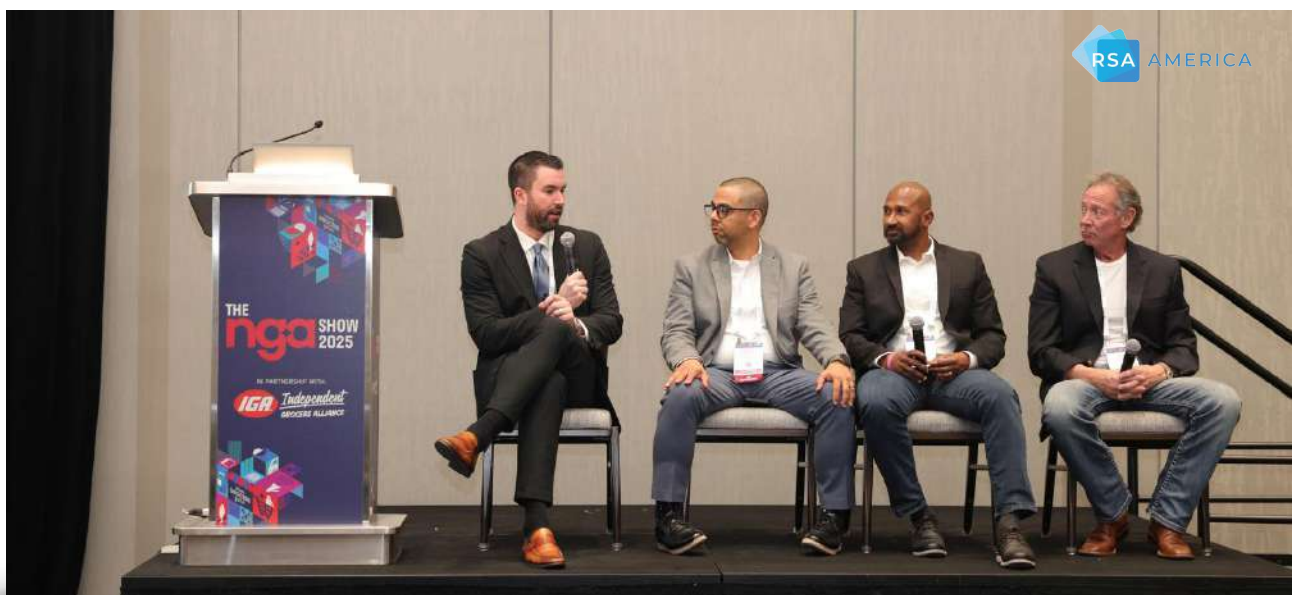
## A Special Evening to Celebrate Our Clients



For our Co-Founder & CCO, **Rob Belcore**, NGA was more than just business—it was a chance to give back. "I got to speak with a number of retailers and shared a special evening with our existing clients to say ‘thank you.’ These partnerships are the foundation of what we do, and being able to celebrate that together was truly special."

Retail is built on relationships, and at RSA America, we deeply value our clients and their continued trust in us. The special evening allowed us to reflect on our shared successes and discuss exciting future opportunities. It was a reminder that, beyond technology and innovation, the grocery industry is driven by people and partnerships.

### **Rob Belcore's Insightful Session at The NGA Show**



The NGA Show was an incredible opportunity for industry leaders to come together, and one of the standout moments was Rob Belcore's session, where he shared valuable insights into the future of independent grocery retail. Rob highlighted the importance of leveraging AI-driven promotions, enhancing customer loyalty, and embracing digital transformation to remain competitive in today's evolving market.

He emphasized how independent grocers can use data-driven decision-making to optimize their promotions and increase shopper engagement. Rob also discussed the role of personalized marketing strategies in building long-term customer loyalty and driving repeat business. Attendees walked away with actionable strategies to modernize their operations and enhance profitability.

The session sparked engaging discussions, with grocers eager to explore how these strategies could be applied to their stores. RSA America is committed to supporting independent grocers with the tools and expertise they need to thrive in an increasingly digital landscape.



## AI-Enhanced Autopilot: A Game Changer for Grocers



A major highlight for RSA America this year was unveiling our **AI-enhanced Autopilot tool**, a technology that left many retailers eager to explore how it could transform their business. **Rao** summed up the enthusiasm perfectly: "What an opportunity to share our new AI-enhanced Autopilot tool with existing clients and other retailers! It was very well-received and really got people thinking about how to use it in their businesses."

By leveraging AI-driven analytics, Autopilot enables retailers to deliver hyper-personalized promotions that increase customer engagement and drive sales. The excitement at NGA confirmed that this tool is a game changer for the independent grocery sector. Many grocers shared their challenges with personalization and customer retention, and it was rewarding to demonstrate how Autopilot can help them enhance their promotional strategies with data-driven insights.



## Amy Parker's Experience: Returning to NGA after a Long Absence



For **Amy Parker**, this year's NGA Show was particularly special as she returned after a long absence. "The technology options as well as new, innovative product offerings from exhibitors make this a powerful show for independent grocers. We saw many new faces at our booth, interested in exploring our tried and true technology," she shared, reflecting on the incredible conversations and engagement throughout the show.

Amy noted that the independent grocery industry has evolved significantly, with a heightened focus on digital transformation, AI-driven decision-making, and seamless customer experiences. "What stood out to me was the eagerness of retailers to embrace new technologies. It's no longer just about having an online presence; it's about creating an integrated, seamless shopping experience for customers."

### Revolutionizing Retail Media with Brand AiQ

Retail media networks are shaping the future of grocery, and RSA America is leading the way with **Brand AiQ**. Unlike traditional couponing, Brand AiQ allows brands to directly push UPC-based digital coupons to retailers, providing real-time performance insights and eliminating third-party inefficiencies.

By giving brands and retailers greater control over their promotions, Brand AiQ is strengthening partnerships and ensuring independent grocers remain competitive in today's market. Many brands at NGA were excited about how Brand AiQ simplifies collaboration with retailers while maximizing the impact of their promotional campaigns.



## Personalization & Loyalty: The Future of Grocery Retail



From AI-driven loyalty programs to seamless digital couponing, personalization was a key theme at NGA. RSA America's **Loyalty and Digital Coupon solutions** are designed to help grocers create meaningful connections with their shoppers.

"Our solutions aren't just about offering discounts," explained **Ravi**. "They're about deepening customer relationships, increasing basket sizes, and driving long-term loyalty. NGA showed us that retailers are more eager than ever to take personalization to the next level."

Personalization in grocery retail is no longer a luxury—it's an expectation. Shoppers want relevant offers, intuitive digital experiences, and rewards that matter to them. Through AI and data-driven strategies, RSA America is helping independent grocers stay ahead of these shifting consumer expectations.



## Looking Ahead: A Bright Future for Independent Grocers



As we wrap up our time at NGA, one thing is clear: **independent grocers are ready to embrace innovation.**

The conversations we had at NGA confirmed that independent grocers are committed to growth and innovation. Many retailers expressed interest in expanding their digital footprint, optimizing customer engagement, and leveraging AI-driven insights to refine their marketing strategies.

From AI-driven marketing to digital engagement strategies, RSA America is proud to be at the forefront of this transformation. We're here to ensure that grocers have the tools they need to succeed—today, tomorrow, and beyond.

We left NGA with a renewed sense of purpose and excitement for what lies ahead. If you missed us at NGA, we'd love to connect and continue the conversation.

Let's work together to elevate your business in today's dynamic market. **Contact us today to learn more about how RSA America can empower your success.**



## RSA America Recommends

# Land of the Free, Home of the Sales —Make This Holiday Count!



**Independence Day** is one of the biggest shopping weekends of the year, bringing an influx of customers looking for grilling essentials, fresh produce, beverages, and festive treats. As an independent grocer, preparing early can set you apart from the competition and ensure a seamless shopping experience for your customers.

### Why Early Preparation is Essential

Starting your Independence Day preparations ahead of time helps you avoid last-minute chaos and maximize your sales potential. Here's why early planning is crucial:

- **Optimize inventory:** Identify high-demand items such as meats, buns, condiments, snacks, and beverages. Stocking up in advance helps prevent sellouts and keeps customers satisfied.
- **Enhance store presentation:** Eye-catching displays featuring patriotic colors, grilling must-haves, and impulse-buy items can attract more shoppers and increase basket sizes.
- **Plan strategic promotions:** Discounted bundles on barbecue essentials and holiday-themed products drive higher sales and encourage repeat visits.
- **Engage customers early:** Use digital marketing, social media, and in-store signage to promote your specials and build excitement well before the holiday weekend.
- **Streamline checkout processes:** Make sure registers, self-checkouts, and online ordering systems are ready to handle the holiday rush efficiently.

## Smart Strategies for a Successful Sale

To make the most of the Independence Day shopping rush, consider implementing these proven strategies:

- **Offer exclusive discounts:** Bundle popular grilling essentials and beverages at attractive prices to encourage bulk purchases.
- **Enhance digital presence:** Promote deals via email, mobile apps, and social media to attract more customers and drive online sales.
- **Boost staffing:** Schedule additional employees during peak hours to ensure faster service and better customer experience.
- **Optimize online shopping options:** If you offer curbside pickup or delivery, ensure your website and app are up-to-date for easy ordering.
- **Encourage loyalty participation:** Reward repeat customers with special discounts or bonus loyalty points to build long-term relationships.

## Position Yourself for Success

With thoughtful preparation, your Independence Day sale can be one of the most profitable events of the year. Ensuring that your store is well-stocked, promotions are enticing, and customer service is top-notch will set you up for success.

For those looking to further optimize their operations, solutions like AI-driven promotions, digital couponing, and streamlined e-commerce tools can make all the difference.

**Start planning today and make this Independence Day your best sales event yet!**



## Best Practices

# Maximize Sales, Optimize Strategy

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



Want a quick and effortless way to boost sales and delight your customers? Just favorite 6-8 MFR offers and highlight **BrandAiQ** deals on your app. These eye-catching promotions put top-value items front and center—drawing shoppers in and increasing their basket sizes—all at zero cost to you! A few taps can turn casual browsers into loyal buyers while enhancing the shopping experience. It's a simple, smart move that delivers big results. Don't let these easy wins pass you by—start maximizing your sales today!

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](mailto:mark@rsaamerica.com)

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## 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!

