

# NEWSLETTER

Industry News • Insights • Front Story • Company News • Best Practices

## Industry News

[Delivery Fuels Growth in Online Groceries \(Tap To Read\)](#)

[Third-Party Marketplaces Essential to Grocers \(Tap to Read\)](#)

[DoorDash Enhances E-Commerce for Consumers \(Tap to Read\)](#)

[Enhancing Grocery Inventory Efficiency \(Tap to Read\)](#)

[Heritage Grocers Revamps Tony's Website \(Tap to Read\)](#)

## Insights

**U.S. Grocery Pickup and Delivery to Hit \$120.7B by 2025.**

## Front Story

# Driving Retail Innovation with RSA America's Retail Media Solutions



We are excited to highlight the transformative impact of RSA America's retail media solutions, designed to enhance how retailers engage with their customers and drive growth. Our cutting-edge media platform continues to empower retailers with powerful tools and insights.

Our solution integrates seamlessly with existing systems, offering advanced features that improve customer interactions and optimize advertising strategies. With our media solutions, retailers benefit from:

- **Personalized Experiences:** Deliver tailored content to meet individual customer needs.
- **Enhanced Conversion and Sales:** Boost revenue through targeted, effective campaigns.
- **Growth Opportunity for Brands:** Provide a platform for brands to reach new audiences.
- **Access to In-Depth Data:** Gain valuable insights to inform strategic decisions.

At RSA America, we remain committed to advancing retail technology and innovation. Our media solutions are a testament to this dedication, providing retailers with the resources needed to excel in a competitive market. Discover how our media solutions can elevate your retail strategy and drive your business forward.

### Company News

## Celebrating Digital Excellence: Tony's Fresh Market's New Website Launch



### **RSA America Powers Tony's Fresh Market's Digital Transformation.**

We're thrilled to share the exciting news of Tony's Fresh Market's newly redesigned website, now live and ready to elevate the customer experience! RSA America LLC is honored to have been a key partner in this significant digital transformation project with Heritage Grocers Group.

This successful launch was made possible through a collaborative effort marked by

strategic leadership, cutting-edge technical development, and robust support. Our team's commitment to delivering a seamless and impactful digital solution has resulted in a platform that not only meets but exceeds the expectations of Tony's Fresh Market customers.

The new website represents a major leap forward in digital innovation within the grocery industry, setting a new standard for what a modern shopping experience should be. We are proud of the contributions made and excited about the positive changes this will bring to Tony's Fresh Market.

Here's to celebrating this achievement and to future innovations that will continue to drive the industry forward!



## Company News

# RSA America at C&S Wholesale Grocers East Coast Food Show!

We're thrilled to recap our experience at the C&S East Coast Food Show in Connecticut, held on August 13th and 14th! This event was a fantastic opportunity for RSA America, represented by our SVP of Business Development, Terry King, to engage with a diverse group of retailers and explore potential new partnerships.

The show was rich in networking opportunities, allowing us to connect with numerous industry professionals and discuss future collaborations. We were impressed by the dynamic atmosphere and the potential for growth it presented.

A heartfelt thank you to C&S for hosting such a well-organized and impactful event. We eagerly anticipate building on the relationships established and look forward to working closely with our new connections in the future. Stay tuned for more updates as we continue to forge strong partnerships and drive innovation in the retail sector!



## Best Practices

# Best Practices : Attending Food Shows

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



Food Shows are invaluable for planning future **"Deals of the Week"** and optimizing your purchasing strategy. By attending these events, you can take advantage of bulk buying opportunities at reduced costs from vendors, ensuring you secure high-demand products at the best prices. These savings can then be passed on to your customers through strategically planned DOWs that not only attract shoppers but also give you a competitive edge in the market.

Moreover, by turning front-page items—typically with low or negative margins—into DOWs, you can significantly increase their profitability. Utilizing a tiered pricing strategy during these promotions enables you to sell more units while improving your overall margin. This approach transforms what might have been loss leaders into key profit drivers, boosting both sales volume and profitability.

Ultimately, leveraging Food Shows in this way allows you to enhance your product offerings, outmaneuver competitors, and drive greater success for your business.

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!

