

GIANT

CELEBRATING

1923 **100** YEARS 2023

OF FRESH THINKING

...and we couldn't have done it
without you!

G The
GIANTTM
Company

GIANT MARTIN'S

GIANT
HEIRLOOM
MARKET

GIANT
D|RECT

MARTIN'S
D|RECT

100
YEARS

The
GIANT™
Company

A Message from the President

Having been in the retail grocery industry since I was 14, I've held nearly 30 different jobs, everything from cart kid to store manager to senior vice president of commercial and, of course, my current role as president of The GIANT Company. I've been a part of and witnessed many great moments, from new stores to game-changing mergers and everything in between. While each moment is memorable and unique for its own reason, the one at the top of my list would have to be The GIANT Company's 100th anniversary.

To reach 100 years is nothing short of incredible, not to mention a rarity - less than half of 1% of companies ever reach this milestone. Growing into a leading grocer certainly didn't happen overnight; it certainly wasn't easy, and we definitely didn't do it alone. This anniversary wouldn't be possible without our team members, supplier partners, customers, and communities. Thank you!

This company has achieved so much in its 100 years of operations, making a lasting impact on the lives of so many. It's been a century of serving families, fresh thinking, and caring for our communities, and in the pages that follow in this special issue of *Food World* and *Food Trade News*, you'll get to see exactly what I'm talking about. I encourage you to spend a few minutes reading this col-

lection of stories, which is a celebration of The GIANT Company's treasured heritage from day one to year 100. It's an incredible legacy and one I hope you're proud of because you played a key role in creating it.

As I look back on 2023, I can't help but do so with a deep sense of pride and appreciation, but now, it's time to look ahead. With the new year fast approaching, I'm looking forward to what's on the horizon for us. It'll be hard to top such a special year, but if anyone can do it, it's The GIANT Company team and those in our extended family who've helped us get this far. Together, we'll keep doing what we do best: delivering many ways to save, high-quality products, and friendly service to our customers to build on our already impressive legacy.

On behalf of the entire leadership team at The GIANT Company, thank you for all you do and your continued partnership and support. I wish you and your family all the joys of the holiday season and a healthy and happy new year!

Thanks,

John J. Ruane





An **SPE** Stanley
Pearlman
Enterprises company

SEAFOOD

How Nature Intended

Congratulations to the team at
The GIANT Company
for the century of hard work.
We are immensely proud to have
been a part of this journey,
sharing a robust partnership for
50 Years.



Scan for a
video demonstration
of the Great Clam Bake

(800) 394-6694  www.nafcofish.com





A Message from the CEO of Ahold Delhaize USA



JJ Fleeman

Ahold Delhaize | USA

Congratulations to our entire team at The GIANT Company for achieving a significant milestone – 100 years of serving communities and helping customers nourish their families.

As we celebrate The GIANT Company for this century of dedication, it's notable that few retailers – and even fewer grocers – have stood this test of time. Every day, The GIANT Company's 35,000 team members are connecting families for a better future. The team's success is a testament to the culture of service across their footprint and the great people making connections with customers by providing communities with healthy, affordable food, delivered through great customer service.

Outside of the store, The GIANT Company cares for their communities by working tirelessly every day to eliminate hunger, change children's lives, heal the planet and build more sustainable, diverse and inclusive communities. That's a legacy that the team is proud of and that will persist into the future.

We are incredibly proud of our teams at The GIANT Company and extend our deep appreciation to all the associates, customers, community partners and suppliers that all made the past 100 years possible.

Congratulations!

With appreciation,

JJ Fleeman

CEO, Ahold Delhaize USA



SCHMIDT's Old Tyme



SCHMIDT

Schmidt Baking would like to
Congratulate The GIANT Company on their
100th Anniversary and thank them for their
wonderful partnership through the years!





fresh
solutions

And these fine clients send best wishes to
The GIANT Company on your 100th Anniversary!



ADVANTAGE
SOLUTIONS

Congratulations for 100 years
of creating smiles in your communities



Favorites for Every Family



www.4C.com



Congratulations to The GIANT Company on 100 Years!

GIANT

CONGRATULATIONS
on 100 Years of Business

We're looking forward to the next 100 together.

Boar's  Head



DIVE INTO THE DELICIOUSNESS!



TasteeChoice brings you a fresh perspective on Seafood and even better yet, these meal kits go from pot to plate in just 10 minutes! Whether it's one of our incredible Shrimp Meals or our newest Seafood Boil... you'll quickly sea for yourself that after just one bite all the flavours sink in and you'll be hooked!

tasteechoice.com | 15 Exchange Place, Suite #520, Jersey City, NJ 07302 | (888) 8-TASTEE



Congratulations
GIANT
on your 100th Anniversary

CONGRATS TO THE GIANT COMPANY

ON 100 YEARS STRONG

FROM YOUR FRIENDS AT *Campbell's*



Congrats to The GIANT Company on 100 years.

GIANT



OFFICIAL GROCERY STORE OF THE PHILADELPHIA PHILLIES



We're all proud to be a small part of your successful stretch.

©2023 Campbell Soup Company. All Rights Reserved.

100
YEARS

The
GIANT[™]
Company

Our History

The GIANT Company – Dedicated to Customer Service, Value And Community Giving For 100 Years



David Javitch



very modern for a store opened just three years after the Great Depression, as it offered customers the opportunity to purchase their dry goods and perishables under one roof, a new concept at the time. The store was a great success and soon a decision was made to expand the Carlisle store from a basic meat market into a full-time grocery store.

David Javitch was no stranger to adversity. Prior to purchasing the Lewistown store, he purchased a store in Hagerstown, Md. that opened and closed within the same month. It was a short-lived and very costly venture, and yet it provided a valuable learning experience for the budding entrepreneur. In addition, a fire destroyed his main store in Carlisle, and the Lewistown store was entirely flooded on two separate occasions.

After each disaster, Javitch started over, adding more innovative features for his customers. The Carlisle store was the most modern of its kind with features including a parking lot, “bag boys,” and outside lighting for the safety of his associates and customers.

The stores continued to flourish into the 1950s as some serious decisions about the business were made. Shopping malls became a new American experience as the population moved outside of the cities and into the suburbs.

Yet, David Javitch was never one to be timid in business situations. He took advantage of the strip malls dotting

the landscape, and the company embarked on a plan to expand in suburban areas. In 1968, his ninth store opened in Harrisburg, Pa. with Lee Javitch, David’s son, serving as president of GIANT Food Stores. David Javitch was named to the post of chairman of the board.

In 1970, a strategic decision was made to compete with the larger regional and national chains. The company’s growth accelerated with the purchase of the MARTIN’S Food Markets chain in Hagerstown, Md. It was now becoming more difficult for the Javitch family to personally supervise the operation of the expanding company.

In 1972, Nick Riso joined the company as vice president of sales and operations. Riso assisted the Javitch family in bringing about their desired growth plan. A new merchandising effort began with the introduction of Every Day Low Prices (EDLP), which would span more than 30 consecutive years of record sales and earnings.

In 1974, David Javitch passed away, and Lee Javitch es-



Nick Riso

Early Years - The Javitch Legacy

The GIANT Company’s 100 year success story began in 1923 when David Javitch opened a small meat market in Carlisle, Pa. At that time, he did not envision the great company that would grow from the humble beginnings of a two-man butcher shop called the Carlisle Meat Market.

Javitch built his business on the simple premise of “the best product at the fairest price.” He spent his waking hours in the store, and his children were raised there. His store prospered during the 1920s and 1930s. In 1936, Javitch’s entrepreneurial spirit took over and he decided to take a chance on a new business opportunity. He purchased a store in Lewistown, Pa. which he named GIANT Food Shopping Center.

It was a big change from the original Carlisle Meat Market as it was considered a total grocery store. It was





is proud to partner with



We salute you on 100 proud years
and look forward to working with you
into the next century!

487 Devon Park Dr., Ste. 210
Wayne, PA 19087
Phone: (610) 964-9566

6230 Old Jonestown Rd., Ste. D
Harrisburg, PA 17112
Phone: (717) 214-4800

www.integrityfood.com

100 YEARS

The GIANT Company

Our History

established the David Javitch Memorial Scholarship Fund to benefit the children of associates based on his legacy, led by his foresight and compassion for people, namely GIANT team members and customers. He strongly believed in:

- Providing outstanding service and value to customers;
- Creating a positive work environment for team members; and
- Participating as an active member in the communities GIANT served.

Today, these philosophies remain the guiding principles for The GIANT Company.

As the decade of the 70s closed, 24 stores were in operation. Nick Riso was appointed president and Lee Javitch assumed the position of chairman. As the 80s approached, the company had grown to a workforce of 3,400, and the first of many changes in the company's history was about to take place.

A New Era, Javitch Family Enters Agreement With Ahold 1980s-1990s

In 1981, the Javitch family made a key decision to perpetuate the growth and financial stability of the company. GIANT entered into an agreement with Ahold, an international retailing group based in the Netherlands, with strong local consumer brands in Europe and the United States.

Ahold's roots date back to 1887, with the Albert Heijn grocery chain serving as their anchor business. At the time of the agreement, GIANT was operating 29 supermarkets.

Throughout the 80s, GIANT continued to grow and prosper. In 1988, Allan Noddle assumed the position of



Lee Javitch



Allan Noddle

president of GIANT Food Stores, as the 50th GIANT store opened. Noddle was known for his dedication to the business, and he served as a dynamic spokesperson in GIANT's radio and television advertising campaigns. The late 80s through the mid-90s saw a complete modernization of GIANT and MARTIN'S stores as remodels, expansions, and interior upgrades were completed in virtually every store within the chain. In addition, many new customer conveniences were added including in-store banks, pharmacies, coffee shops, photo processing and dry cleaning services, to name a few. By the end of 1996, GIANT had grown to 75 stores.

The second major change in the company's history occurred in 1997 as GIANT merged with Edwards Super Food Stores, a sister company of the Ahold USA organization. Upon completion of the merger, a new GIANT Food Stores was born, operating two divisions, with 23,000 team members in Maryland, New Jersey, New York, Pennsylvania, Virginia and West Virginia.

Edwards Super Food Stores was a company with a similar background to that of GIANT. It was founded in 1916 as First National Stores, and began as a small, corner gro-

cer in Boston, MA.

The growth and development of the chain went through similar transitions after the depression and World War II, growing into self-service markets as shopping centers became popular.

In January 1997, 60 Edwards stores in New York and New Jersey merged with GIANT, and Tony Schiano, former president and CEO of Edwards, became president and CEO of GIANT Food Stores.

Entering The New Millennium

As 2000 approached, GIANT underwent many technological changes. In addition, the 2000 prototype store was implemented and new stores were opened with extensive one-stop shopping conven-

niences for customers including gas stations, full-service floral departments, smoothie and juice bars, expanded deli and bakery departments and a wide array of organic produce selections.

The new millennium also saw additional changes within the organization, as the Edwards division was transitioned to Stop & Shop, a sister Ahold USA retailer operating





Integrity Food Marketing and these fine brands salute The GIANT Company!



487 Devon Park Dr., Ste. 210
Wayne, PA 19087
Phone: (610) 964-9566

6230 Old Jonestown Rd., Ste. D
Harrisburg, PA 17112
Phone: (717) 214-4800

www.integrityfood.com

100 YEARS

The GIANT Company

Our History



Carl Schlicker



Sander van der Laan



Rick Herring

primarily in New England and Metro New York. The Edwards stores throughout New Jersey and New York were remodeled and reopened under the Stop & Shop banner. With the major change, GIANT concentrated on its plans to expand and the company opened stores in new market areas such as Altoona, Pa.

In 2000, GIANT unveiled the largest consumer promotion in the company's history, the Bonus Card. This program offered shoppers "the key to low prices and more" on in-store purchases, products and services from local and national business partners, and special reward incentive programs.

In 2005, GIANT opened its first ever Super Food Store in Camp Hill, Pa. The GIANT Super Food Store was a breakthrough in retailing with prepared meals, a specialty cheese shop, a childcare center, an in-store nutritionist, a cooking school, a WiFi Café, a Hallmark shop, and a Nature's Promise Natural & Organic Marketplace. Two additional GIANT Super Food Stores followed - one in Willow Grove, Pa. and the other in Harrisburg, Pa.

The company also experienced several leadership changes.

Carl Schlicker, former executive vice president of sales and marketing, was appointed president and CEO of GIANT in 2007. The following year, he became president and CEO of Stop & Shop and Sander van der Laan became GIANT president and CEO.

In 2009, Ahold USA announced organizational changes that would provide a foundation for accelerating the growth of the U.S. retail businesses and strengthen the ability to provide the highest quality products and services at low prices. As a result, Rick Herring was promoted to division president of GIANT in 2009.

GIANT next focused on growing its store count in the markets it currently served while expanding its footprint into new markets. With an opportunity to reach additional customers in suburban Philadelphia, GIANT acquired 14 stores from Clemens Markets in 2006.

The company also continued to enhance its portfolio of offerings with the opening of its first convenience store, GIANT To Go in Lancaster, Pa. in 2009. A second GIANT To Go opened in 2011.

In 2010, The GIANT Company completed the sale and

conversion of 25 former Ukrop's Super Markets in greater Richmond and Williamsburg, Va. Those stores were operated under the MARTIN'S banner until 2016.

In 2011, after nearly a decade of being active in reforming Pennsylvania liquor law with regards to the sale of both beer and wine in grocery stores, GIANT was granted a restaurant liquor license from the Pennsylvania Liquor Control Board, and its Indiana, Pa. MARTIN'S Food Markets location became the first Pennsylvania store in the chain to sell beer to its customers. Pennsylvania Act 39 of 2016 then allowed for the private sector sale of wine in grocery stores, with the Mechanicsburg, Pa. location the first GIANT store to sell wine. GIANT continued to obtain restaurant licenses from the Pennsylvania Liquor Control Board where available and where it made strategic sense to introduce its Beer & Wine Eatery concept to customers. In 2019, the retailer's 100th Beer & Wine Eatery opened at its Lebanon, Pa. store.

Continuing its growth, in 2012, GIANT acquired 15 supermarkets from Genuardi's Family Markets, a subsidiary of Safeway Inc. in the greater Philadelphia area. In a three-week period, all 15 stores were temporarily closed for approximately one week at a time to update the refrigeration systems, lighting and décor and complete the final conversion to GIANT Food Stores.

In March 2014, GIANT announced that Tom Lenkev-



IFM Integrity
Food
Marketing, Inc.
Since 2001

Integrity Food Marketing and these fine brands salute The GIANT Company!



BEYOND MEAT®



487 Devon Park Dr., Ste. 210
Wayne, PA 19087
Phone: (610) 964-9566

6230 Old Jonestown Rd., Ste. D
Harrisburg, PA 17112
Phone: (717) 214-4800

www.integrityfood.com

100 YEARS

The GIANT Company

Our History



Tom Lenkovich



Nicholas Bertram

promotions, marketing and format teams. In other words, the company would now have a brand-centric structure designed to better position brands to be even more closely connected to their customers and communities. And each brand would have a divisional president.

And so, Nicholas Bertram assumed the helm as GIANT president on January 1, 2018, replacing the retiring Tom Lenkovich. Bertram's tenure would prove to be one of innovation and growth as the company prepared to enter the next decade.

2018 - 95th Anniversary

As a good neighbor, healing the planet has been an important commitment of The GIANT Company in everything it does including reducing its energy consumption. In 2018, GIANT received the Environment Protection Agency's Mid-Atlantic Regional award in the Data Driven category for grocery store chains. GIANT remains committed to reducing waste and minimizing its environmental impact, while at the same time maximizing food donations to its regional food bank partners. Its 'Meat the Needs' program has diverted countless pounds of food from landfills onto the plates of those in need.

The retailer is also committed to investing in solar energy. In April 2019, in celebration of Earth Week, the retailer announced the completion of a 2.4ML solar project at its Carlisle,



Pa. support office. The rooftop solar project, begun in 2018, officially went into operation in March 2019, consists of 1,182 panels that convert sunlight into a flow of clean energy that feeds directly to GIANT'S electrical system housed within the building. This provides an effective powering of a portion of the building's energy needs from a renewable onsite source.



ich would be named to head the organization as its new president after longtime company veteran Rick Herring had retired earlier in the year.

A big change came in 2015 when it was announced that parent company Ahold would merge with another large international supermarket company, Delhaize, with the deal getting FTC approval and closing the following year. At that time, Ahold Delhaize combined its two U.S. supermarket operating companies into Ahold Delhaize USA, to serve as the parent company for all Ahold Delhaize's U.S. companies, including its local brands.

In early 2017, Ahold Delhaize USA said that it would decentralize operations for the company's retail banners, creating brand-centric organizations to ensure they would remain customer-focused, close to their communities and well-positioned in their local markets. In the newly organized structure, each of the retailer's retail brands - GIANT/MARTIN'S, Giant Food, Stop & Shop, Food Lion and Hannaford - would have distinctive commercial strategies tailored to local markets with dedicated resources, including category merchandising, assortment, pricing,



IFM Integrity
Food
Marketing, Inc.
Since 2001

Integrity Food Marketing and these fine brands salute The GIANT Company!



487 Devon Park Dr., Ste. 210
Wayne, PA 19087
Phone: (610) 964-9566

6230 Old Jonestown Rd., Ste. D
Harrisburg, PA 17112
Phone: (717) 214-4800

www.integrityfood.com



A second 1.83MW ground-mounted solar array was installed that consists of an estimated 4,968 panels spanning nearly five acres of land on the corporate campus. The entire solar system offsets 100 percent of the electricity needs of the Carlisle facility.

The company also installed a “pollinator habitat” to support bees and other pollinators on its corporate campus in an effort to offset bee colony loss. While the program suffered a blip in 2022 after nearly 60,000 bees and their hives were stolen from the solar field where they had been installed, by June of that year, the company had replaced most of them.

In 2018, GIANT also entered into a multi-year agreement with the Commonwealth of Pennsylvania and the Department of Agriculture to become the official sponsor of the exposition hall at the Pennsylvania Farm Show Complex in Harrisburg, Pa.

As a strong supporter of the Department of Agriculture’s PA Preferred program, which helps the state’s farmers and food processors expand their business, GIANT’s investment in the farm show complex further demonstrated its commitment to Pennsylvania agriculture as well as

the positive impact public-private partnerships can have on the industry.

As part of its sponsorship, GIANT has a display during the annual Farm Show Week highlighting the PA Preferred companies that sell their products in GIANT stores through vendor sampling held in the GIANT Exposition Hall.

On October 4, 2018, in celebration of its 95th anniversary, GIANT announced plans to introduce a new store concept, format, and brand name for urban neighborhoods named GIANT Heirloom Market.

The new concept had its roots in earlier exploration parent company Ahold had made into small format stores, begun in December 2014 when it opened a new, perishables-driven small format store (3,700 square feet) called Everything Fresh on Walnut Street in Center City Philadelphia. The store served as a laboratory for the big retailer’s small-format division. Nine months later, that single store experiment expanded into bfresh, a 10,000 square foot unit that the company opened in another urban setting – Allston, Ma. Ultimately other bfresh locations opened in Massachusetts and Connecticut.

While the bfresh concept was short-lived, the company announced in mid-2016 that it had secured four locations in Philadelphia – Bainbridge Street, Chestnut Street (University City), South Street and North 2nd Street – and would build new small format units. By January 2018, now as part of the Ahold Delhaize USA’s newly decentralized structure, those sites in Philadelphia became fully the responsibility of the GIANT brand. While the retailer had previously had a long-established position in the Philadelphia suburbs, GIANT Heirloom Market would allow GIANT to create a presence within the city itself. The introduction of GIANT Heirloom Market reaffirmed the retailer’s continued commitment to the Philadelphia region, as well as its strategic investment in the city’s urban core and the stores would serve as a retail laboratory of sorts as the retailer strove to find the best ways to effectively serve urban customers.

In January 2019, the first GIANT Heirloom Market



opened in Philadelphia’s Graduate Hospital neighborhood with approximately 6,000 square feet of selling space and about 7,000 SKUs. The store blended modern innovation and community focus, while delivering the quality expected from GIANT, to bring great food to its neighbors. Community vendor partnerships are center stage at GIANT Heirloom Market where passionate Philadelphia-area food purveyors offer their unique, local products to GIANT Heirloom Market shoppers, too.

Not long after the successful debut in the Graduate Hospital neighborhood, GIANT announced it would expand its investment in Philadelphia with three additional GIANT Heirloom Market locations - in the University City, Northern Liberties and Queen Village Neighborhoods. The University City store debuted on August 2 and the remaining two stores opened before the end of the year.



GIANT announced in August 2019 that it had agreed to purchase Musser’s Markets, the three-store Central Pennsylvania family-owned independent that began operations in 1925 in Buck, Pa. (Lancaster County).

The purchase marked the fourth strategic “infill” acquisition that GIANT had made in





Lancaster County **Fresh!**™

MILK • DRINKS • ICE CREAM • EGGS

CONGRATULATIONS TO THE GIANT COMPANY ON THEIR 100TH ANNIVERSARY!



WWW.KREIDERFARMS.COM

100 YEARS

The GIANT Company

Our History



less than a year. Other than its deal to buy five Shop 'n Save stores in Maryland, Pennsylvania, Virginia and West Virginia from UNFI/Supervalu earlier in the year, the regional chain focused on buying family-owned independents. In late 2018, the brand acquired the a Darrenkamp's store in Willow Valley, Pa., and in July it consummated a deal to purchase high-volume single-store operator Ferguson & Hassler in Quarryville, Pa., also in Lancaster County.

Also in 2019, following successful pilots that improved in-store efficiencies and freed team members up to better serve customers, GIANT Food Stores announced the introduction of a new robotic assistant to all of its then-172 stores. "Marty," a tall gray robot with googly eyes, began working alongside team members.

Over the prior year, GIANT had been piloting Marty and the in-store robotic program in two of its stores in Harrisburg and Carlisle, Pa.

The in-store robots, which moved around the store unassisted, could be used to identify hazards, such as liquid, powder and bulk food-items spills and provide reporting that enables quick corrective action. The robots' efforts free up team members to spend more time serving customers. They also help stores mitigate risk caused by such spills.

Continuing its 2019 innovation at a fast clip, The GIANT Company in February announced a strategic addition to its family of brands, GIANT Direct, Powered by Peapod. The new brand debuted in the city of Lancaster with the opening of its new GIANT Direct, Powered by the Peapod e-commerce hub at 235 North Reservoir Street in February.

Later in the year, after a pilot program over the summer, GIANT rolled out its GIANT CHOICE Rewards program company-wide. The enhancement to the retailer's previous Gas Extra Rewards program, CHOICE Rewards offered customized savings and rewards through the GIANT and MARTIN'S apps. While the loyalty program had been part of GIANT'S business since 2000, CHOICE Rewards gave GIANT an opportunity to deepen its connection with customers through a more flexible program. By leveraging smart phone technology, the company was now able to provide relevant rewards to its participating customers.

Part of a \$22 million investment in Lancaster County, the 38,000 square foot hub was designed to propel the company's e-commerce centers to offer a pickup option, where online orders could be delivered directly to customer vehicles that have pulled up outside. Or, for customers who require, or prefer, an alternative to ordering online, the new hub featured a walk-up vestibule with easy-order tablets. The new branding replaced the previous Peapod By GIANT and eventually was renamed GIANT Direct and MARTIN'S Direct as it operates today.

With the new program, customers were able to earn points through personalized "bonus earn" offers in addition to being able to continue earning points on qualifying purchases at the rate of one point for every \$1 spent. Points could be redeemed in a variety of ways, including converting points to dollars to save on groceries, or by redeeming points for discounted or free products in addition to the option of redeeming discounts on gas.

Also in 2019, the retailer introduced PA Preferred shelf tags, a first of its kind program by a Pennsylvania retailer, designed to help customers easily identify the more than 1,200 Pennsylvania products available in its stores year-round.



2020 - A New Name For GIANT And A Worldwide Pandemic

The next year would see a continuation of the company's innovation and growth, beginning with the introduction of a new name, The GIANT Company, unveiled at its annual business meeting in Hershey, Pa. in February 2020.

"For nearly a century, we've been a trusted part of the communities we serve, helping families come together to share a meal and create special memories," stated Nicholas Bertram, president of The GIANT Company at the time. "For us, food and families go hand in hand and as we look to our future, we wanted to make sure our name reflects all we aspire to be as an omnichannel retailer. We are proud of the role our brand has played in connecting millions of families, and as The GIANT Company, we will continue to passionately serve our customers and communities for a better future."

The logo for each banner in the family of brands – GIANT, MARTIN'S, GIANT Heirloom Market, GIANT Direct and MARTIN'S Direct – was refreshed, offering a more modern take on the company's widely recognized red logos. The most notable characteristic of the new logo



GIANT. MARTIN'S.



CONGRATULATIONS!



FROM YOUR
PARTNERS



AFFINITY
GROUP
RETAIL



100 YEARS

The GIANT Company

Our History

GIANT

for today's table™

was the leaf that is part of the “A” in each banner’s name, designed to signify The GIANT Company’s commitment to growth and freshness.

Immediately, the new GIANT logo could be seen on the exterior of The GIANT Center, a 10,500-seat multi-purpose arena located in Hershey and the company’s headquarters in Carlisle. Over the course of the year, the company integrated its new name and logo throughout its operations.

Added Bertram, “Even though our name and logo are changing, our commitment to the families we serve isn’t; in fact, it’s only getting stronger. As a purpose-driven organization, we are laser-focused on our goal of making a difference in the lives of those we serve, inside our stores, online and deep within our communities. Starting with the heart and soul of our company – our more than 33,000 team members – The GIANT Company will live its purpose, providing a simplified experience and inspiring fresh ideas, while creating healthier communities for today, tomorrow and beyond.”

Later in the year, The GIANT Company launched its new brand platform, For Today’s Table®, which represents the notion that the world is a better place when families come together at their table and connect over a meal, no matter where their table may be. Building on the new company name, logo and purpose launched earlier in the year, For Today’s Table is designed to set the course for the company’s continued growth, innovation, and investment for today and into the future.

But, before that initiative could be introduced, a lot would happen.

No one was to know it as the new decade dawned, but 2020 would be a year unlike any other in the world and in the food industry in particular. January through March saw news reports of a strange new virus emerging in China, and that seemingly remote development would crash into our lives by the end of March when COVID-19 caused lockdowns and total upheaval, leaving supermarkets with the responsibility for feeding most of us as businesses, restaurants and schools were no longer open on a day to day basis.

Like most other businesses that sold groceries, The GIANT Company worked hard to keep its team members and customers safe while also helping feed them and meet their pharmacy needs. Store hours were updated to allow more time for team members to sanitize, unload deliveries, stock shelves, and better serve customers throughout the day. Stores were open daily from 6:00-7:00 a.m. in order to service only customers aged 60 and older, which allowed them to shop in a less crowded environment, enabling the recommended social distancing. As needed, limits were placed on purchases in key categories throughout the store, including paper goods and disinfectant products, in order to ensure everyone had access to those necessities. The company actively hired temporary and part-time team members to handle the additional staffing needs and in April announced its intent to hire an additional 3,000 team members, nearly 10% of its total workforce, to meet the surging demand for groceries as the COVID-19 pandemic continued. That followed the approximately 4,000 temporary and part-time team members the retailer had hired the previous month across its family of brands.

Efforts were also underway to ramp up the retailer’s home delivery service capabilities, which at the time, were



still limited.

While the pandemic would be with everyone for some time to come, 2020 still saw The GIANT Company doing much of what it had done every year to support its communities in a wide variety of areas including Children’s Miracle Network Hospitals and others as well as record donations of turkeys and hams to brighten the tables of those in need during the holidays and financial support for organizations dedicated to racial equality and advancing diversity and inclusion.

In April, the company announced a \$250,000 emergency grant program, in partnership with Team Pennsylvania, to support small businesses in Pennsylvania’s food supply chain impacted by the ongoing COVID-19 pandemic.

 **Flashfood®**



CONGRATULATIONS



FROM YOUR PARTNERS



Proudly Represented By



100 YEARS

The GIANT Company

Our History

Any small business involved in growing, making or processing food within the Commonwealth was eligible to apply for the grant program for assistance.

That same month, the retailer announced an additional donation of \$250,000 to 18 local hunger relief organizations across its footprint. The funds would help the organizations address immediate needs including supplying food and ensuring critical food delivery to families in need throughout local communities in addition to helping offset added operational expenses during what was an unprecedented time.

Closing out its year of giving, the retailer provided funding to 22 Pennsylvania childcare facilities through a \$200,000 grant program to support licensed childcare providers that were facing operational and financial challenges due to the COVID-19 pandemic.

Near the end of the year, The GIANT Company announced it would expand its partnership with the Flashfood app that gave customers the option to purchase fresh food, including produce, meat, deli and bakery products, nearing its best before date at significantly reduced prices. Through the app, GIANT would be able to give its customers access to more fresh and affordable food, while also helping to reduce food waste. During an initial pilot program at a limited number of stores, GIANT had found that 84% of its Flashfood customers said they were able to eat more fresh food because of the program. The Flashfood app would be rolled out chainwide by June 2021 and by April 2023, the partnership between Flashfood and The GIANT Company had saved six million pounds of food from reaching landfills.

The GIANT Company opened 2021 with some national recognition. In January, FMI recognized the retailer with the 2020 Gold Plate Award for its program, "The GIANT Company is For Today's Table during National Family Meals Month," at the virtual FMI Midwinter Executive Conference. A new category for the annual awards program, the Gold Plate Award recognized charitable programs that helped families share meals together during the pandemic. Overall, more than 100 million people were reached through the campaign, laying the foundation for

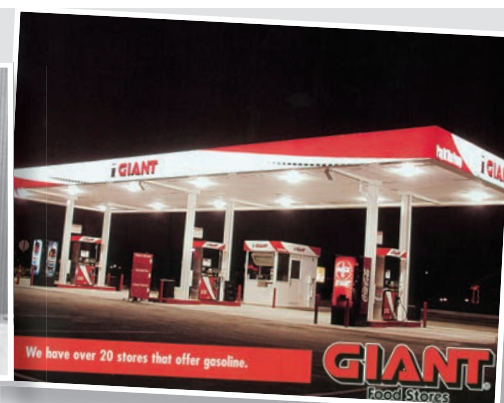
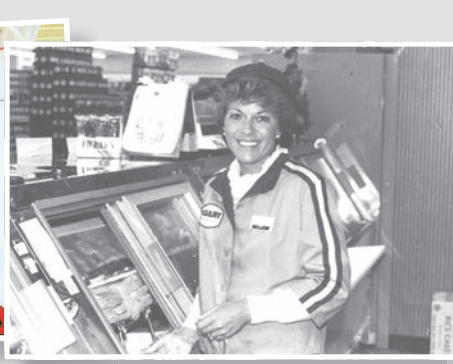


encouraging family meals not only during September but throughout the year.

The same month, for the third year in a row, The GIANT Company was named among the best places to work for LGBTQ equality, receiving perfect marks for the third year in a row on the Human Rights Campaign Foundation's 2021 Corporate Equality Index. Considered the nation's premier benchmarking survey and report measuring corporate policies and practices related to LGBTQ workplace equality, The GIANT Company satisfied all the Corporate Equality Index's criteria, earning a 100 percent ranking and the designation as a Best Place to Work for LGBTQ Equality.

Also in 2021, as part of its long-term strategic omnichannel plans, The GIANT Company launched CHOICE Pass to its online GIANT Direct and MARTIN'S Direct

customers. The new program provided unlimited free delivery and pickup with an annual subscription, represent-



CONGRATULATIONS



FROM YOUR PARTNERS



Proudly Represented By



100 YEARS

The GIANT Company

Our History

ing the company's next step in enhancing its holistic online experience while keeping its focus on helping families save time so they can find more time to gather around the table. CHOICE Pass links to the GIANT Direct brand which was launched in February 2019 when the retailer debuted its first e-commerce hub in the city of Lancaster, Pa. By July 2019, the company had reached the milestone of opening its 100th pick-up location in Carlisle, Pa. Along the way, the company also launched a new website to deliver a unified, online experience bringing everything together for customers – all offerings, products, and GIANT CHOICE Rewards – with a bolder interface and better personalization. CHOICE Pass represented the next logical step in the retailer's omnichannel efforts.

Building on its ecommerce program, in September GIANT Instant Delivery and MARTIN'S Instant Delivery joined Instacart's Convenience Hub, streamlining the convenience shopping experience for customers. Convenience delivery allows customers to access the essentials they need in as fast as 30 minutes - when they need just a few items quickly - supplementing the weekly grocery shop.

In March 2021, The GIANT Company celebrated the debut of its flagship Philadelphia store on 23rd Street, a 65,000 square two-level store in the Logan Square neighborhood of Center City.

First announced in 2019 as the centerpiece of the Logan Square neighborhood's new Riverwalk mixed-use development project, the 65,000 square foot store is located on



the second floor of a 25-story residential tower. The store's innovative design and curated offerings were developed to celebrate the company's love for feeding families and the Philadelphians it serves.

At the center of the Riverwalk store, which is accented by the work of local artists, is a first-of-its-kind Food Hall. With a focus on fresh, the food-forward space offers eats from many of the city's food purveyors. Rich in natural light, thanks to its floor-to-ceiling windows, the Food Hall offers customers a spacious area to safely enjoy a meal overlooking the Schuylkill River, 30th Street City and a riverside bike path.

The store was designed with GIANT'S For Today's Table platform in mind to encourage families to connect over a meal and inspire them to discover new ingredients and be able to create healthy meals at home. To that end, the Riverwalk store features the company's largest plant-based section to date, offering a wider variety of the meat-free and plant-based alternatives today's shoppers are looking for.

Customers can also find full-service meat and seafood departments and an aged beef program as well as a wide

range of fresh, sustainably-sourced seafood.

The full-service deli includes an expanded selection of prepared foods and grab-and-go meals as well as a charcuterie station and a mozzarella station.

Following the successful Riverwalk store's debut, The GIANT Company closed out 2021 with a flurry of new store activity in the Philadelphia market.

But first, on November 8, the retailer opened an automated e-commerce fulfillment center (EFC) on Island Avenue in Southwest Philadelphia – the largest e-commerce distribution center in the history of Ahold Delhaize USA. The 124,000 square foot automated facility stocks 22,000 products and is capable of fulfilling 15,000 home delivery orders per week. The new depot was perhaps the most shining example to date of one of the key priorities of the retailer – expanding and reinforcing its omnichannel initiatives.

Then came the store openings: first on November 12 with a 67,000 square foot GIANT store on Cottman Avenue, which technically is not in Center City, but is located in a densely populated and demographically attractive area of Philadelphia. Three weeks later, on December 3,



BIMBO®

Bakeries USA 



THOMAS'

Ball Park
BUNS & ROLLS

BOBOLI

Sara Lee

Maier's

B BARCEL

BIMBO

Entenmann's

ARNOLD

Marinela



©Bimbo Bakeries USA, Inc. All rights reserved.

100 YEARS

The GIANT Company

Our History

it was back to a more urban landscape with the premiere of a 46,000 square foot GIANT on Columbus Boulevard. The following Friday, the retailer debuted its 72,500 square foot replacement store in affluent Doylestown, Pa (Bucks County) – on the site of a former Kmart – a huge upgrade from its original D-town supermarket which was also located on Swamp Road. The 2021 store opening carousel concluded with the opening of the Fashion District GIANT Heirloom Market on December 16.

By the end of 2021, The GIANT Company's total capex investment in the city of Philadelphia had risen to more than \$135 million.

Also by the end of the year, The GIANT Company had further solidified its overall environmental commitment by announcing a long-term renewable energy supply agreement with Constellation, a leading competitive energy and energy solutions provider, to power its Pennsylvania operations including select stores, fuel stations, and perishable distribution center with renewable energy. The agreement would help the retailer avoid more than 100,000 metric tons of Scope 2 carbon emissions associated with its energy use annually, the equivalent of taking nearly 24,000 cars off the road, according to U.S. Environmental Protection Agency (EPA) estimates.

The retailer also joined EPA's GreenChill program, a voluntary U.S. partnership with food retailers, refrigeration system manufacturers and chemical manufacturers to reduce refrigerant emissions and decrease their environmental impacts. GreenChill provides information and assistance to companies aiming to transition to environmentally friendly refrigerants, reduce the amount of refrigerant they use, eliminate refrigerant leaks, implement environmental best practices, and adopt green refrigeration technologies.

And, in partnership with Keep Pennsylvania Beautiful, The GIANT Company awarded more than \$500,000 to 42 organizations as part of its Healing the Planet grant program which was announced on Earth Day. The grants were awarded to support projects aiming to build environmental stewardship by connecting people and families to



Children's Miracle Network Hospitals®

community green spaces, support environmental restoration efforts and build community gardens.

Kicking off 2022, as part of its commitment to healing the planet by creating a more sustainable future, The GIANT Company announced a \$1 million donation to Harrisburg University of Science and Technology in support of its new Center for Advanced Agriculture that will focus on sustainability and localized sourcing through high-tech food and agriculture.

The new 23,000 square foot facility GIANT Center for Advanced Agriculture and Sustainability at Harrisburg University, which will be located in the heart of downtown Harrisburg, will make cutting edge research, education, career pathing in sustainability, controlled environment agriculture, and clean water initiatives possible. The new center will convene an international network of engineers, scientists, entrepreneurs, and industry leaders to bring new applied research programs and agricultural technologies to the Commonwealth.

In February, The GIANT Company introduced enhancements to its online grocery offerings for GIANT Direct and MARTIN'S Direct customers who choose to pickup their groceries at a GIANT or MARTIN'S store, eliminating the order minimum and pickup fee previously in place. The enhancements represented the latest investments made by the retailer in support of its growing e-commerce business following the opening of its new state-of-the-art Philadelphia fulfillment center in 2021. With the

new enhancements in place, GIANT and MARTIN'S customers across 90% of the company's footprint now had access to online grocery ordering and delivery services.

IMPACT REPORT: Living Our Purpose in 2022 for a Better Tomorrow

In April, The GIANT Company introduced its first-ever community impact report, Living Our Purpose, providing updates on its work to eliminate hunger, change children's lives, heal the planet, support diversity, equity, and inclusion, and promote health and sustainability in 2021. All of The GIANT Company's corporate social responsibility initiatives are centered around its purpose, Connecting Families for a Better Future.

Among the major highlights in the report were:

More than 1,000 managers across The GIANT Company completed inclusive leadership training and the company made nearly \$300,000 in community donations to organizations focused on equity and inclusion.

Committed to making a difference together, team members achieved more than 28,000 volunteer hours and raised more than \$732,000 through the annual team giving campaign in 2021.

In support of efforts to eliminate hunger, The GIANT Company, its customers, and vendor partners donated \$18.2 million in both financial and product contributions for hunger relief efforts.

As part of its focus around healing the planet and being a sustainable retailer, The GIANT Company reported more than 293,000 metric tons of carbon offsets through its partnership with GreenPrint, recycled nearly 120 million pounds of cardboard, rescued more than 850,000 pounds of food through Flashfood, and raised \$2.3 million to fund organizations focused on the environmental initiatives.

To support local Children's Miracle Network Hospitals, The GIANT Company's customers helped raise \$2.5 million in support of changing children's lives.





HUGHES SALES, Inc.

Your Perishable Foods Specialists congratulate



on their 100 years of retail excellence.



9650 Santiago Road, Suite 106 | www.hughessales.com | Columbia, MD 21045 | 410-740-3663 | Fax: 410-884-9074

100 YEARS

The GIANT Company

Our History



John Ruane

ing experiences and authentic food connections.

The retailer's commitment to the environment saw another major milestone in early 2023 as four electric vehicles joined the GIANT Direct fleet serving the greater Philadelphia community. The electric vehicles could fulfill GIANT Direct customer deliveries while reducing the company's environmental footprint, safeguarding nearly 9,000 gallons of gas each year.

The GIANT Company's second annual community impact report in April detailed another year of the company's corporate social responsibility initiatives centered around its purpose of connecting families for a better future.

For the second year in the row, The GIANT Company's impact report included several highlights of the retailer's support in 2022 for its team members, its customers and the communities it serves, including:

Taking actionable steps to eliminate hunger, change children's lives, heal the planet, and foster a culture of inclusion and belonging, The GIANT Company, in partnership with its customers and supplier partners, provided in-kind and financial support valued at nearly \$19 million to support over 300 community organizations connecting families for a better future.

Committed to making a difference together, team members logged more than 50,000 community volunteer hours, exceeding the company's goal by almost 15,000 hours.

The GIANT Company's registered dietitians helped cultivate healthy, balanced, and affordable meal options,

100 YEARS



connecting with more than 55,000 customers through virtual wellness classes.

Building on its commitment to grow local economies, The GIANT Company partnered with more than 130 local vendor partners and 170 certified diverse-owned suppliers to deliver fresh, local, and culturally appropriate foods to the families it serves.

Mid-year, The GIANT Company announced it was counting down to its 100th anniversary by growing its legacy of supporting those who matter most: team members, customers, and the communities it serves.

In line with its century-long commitment to the communities it serves, The GIANT Company said it would make philanthropy the cornerstone of its anniversary celebration by investing in those communities' futures. During the anniversary celebration, the company would build on its legacy by making several financial and product donations and participating in various volunteer activities. All donations would support the company's purpose of connecting families for a better future by taking actionable steps to eliminate hunger, change children's lives, heal the planet, promote wellbeing and foster a culture of inclusion and belonging.

From the kick-off at the end of June through July 30, non-profit organizations located in the company's footprint were asked to submit proposals outlining how their

In summer 2022, The GIANT Company continued its greater Philadelphia growth, opening a 50,700 square foot GIANT in the city on North Broad Street at the corner of Spring Garden Street on June 24 and a new a new Richboro GIANT on July 1.

In August 2022, Ahold Delhaize USA announced that current brand president Nicholas Bertram would be leaving the organization and John Ruane, SVP and chief commercial officer, would replace him as interim president. Throughout the remainder of 2022, the company would remain active in the community with giving and support in the areas of hunger relief, food donations and holiday community giving, to name a few.

The GIANT Company's endeavors in the area of environmental stewardship also rolled on in 2022 as it was recognized by the EPA's GreenChill program for reducing store refrigerant emissions. It also partnered with the PA Friends of the Agriculture Foundation to unveil its Family Immersions Lab unveiled in an October announcement made on National Farmers Day. The mobile immersion lab is designed to connect families to four Pennsylvania farms and the farm to table process, facilitating hands-on learn-





Congratulations on 100 years, **The GIANT Company**



100 YEARS

The GIANT Company

Our History

unique programs would enhance their communities and lives of those they serve as part of The GIANT Company's Make a Difference Challenge. Proposals would then undergo a preliminary review by a panel of judges made up of team members, and finalists would be invited to present their project live for their chance to win a grant from The GIANT Company, with \$500,000 available for participants.

In September, the public was invited to vote online for their favorite non-profit. In addition, over the coming months leading up to its anniversary on October 4, The GIANT Company would celebrate its more than 35,000 team members, customers, and community partners in a variety of ways.

Team members would be celebrated throughout the anniversary season, with special team member-only discounts, events, in-store celebrations, a limited-edition t-shirt, and be highlighted for their contributions to The GIANT Company through various storytelling opportunities.

Later in the year, the company would thank customers with four weeks of special sales and promotions. With items from across the aisles including everyday favorites and new launches, the special prices will underscore the company's longstanding commitment to value, and members of CHOICE Rewards enjoyed additional special savings through personalized offers.

In addition to its Make a Difference Challenge, the company said it would involve many of its key partners, including regional food banks, local children's hospitals, and the Pennsylvania Department of Agriculture, in its celebrations. The GIANT Company presented anniversary gifts to many of its community partners that embody its purpose of connecting families for a better future and to help them each continue their important work. Among the many gifts were a \$250,000 donation to Philabundance to support its summer meal program for school-age children and \$25,000 to No More Secrets Mind Body and Spirit Inc. to support the health and well-being of girls and women across Philadelphia. Many more organizations benefitted from the \$500,000 anniversary kick-off donation.



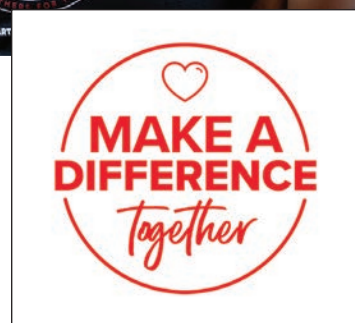
Shortly after the 100th anniversary kick-off, Ahold Delhaize USA announced that John Ruane would become The GIANT Company's new president, removing the interim label that he'd worn for nearly a year.

As president, Ruane was honored with announcing the winners of The GIANT Company's 100th anniversary Make A Difference Challenge as the retailer awarded a total of \$500,000 to 20 local non-profits: "Our community partners have always played a crucial role in making a difference in the local communities The GIANT Company has served for the past 100 years. To recognize and to help move their projects forward is truly an honor, as together, we can help create healthier communities. Congratulations to the Make a Difference Challenge recipients, we can't wait to see your aspirations become reality!"

More than 75 non-profit organizations located in The GIANT Company's footprint submitted proposals outlining how their unique programs would enhance their community and lives of those they serve. The final monetary awards were determined from a mix of online voting and live presentations to a panel of judges. The recognized non-profits were: Beacon Clinic for Health and Hope, Harrisburg, Pa.; Chipping Hill Micro Farms, Blue Bell, Pa.; Cocoa Packs Inc., Hershey, Pa.; Epilepsy Foundation of Eastern Pa., Philadelphia; Jana Marie Foundation, State

College, Pa.; Martha's Choice Marketplace at Catholic Social Services, Norristown, Pa.; New Hope Ministries, Inc., Dillsburg, Pa.; NW Works, Inc., Winchester, Va.; Pediatric Cancer Foundation of the Lehigh Valley, Allentown, Pa.; Penn State Health, Hershey, Pa.; Power Packs Project, Lancaster, Pa.; Ronald McDonald House of Danville, Inc., Danville, Pa.; Schreiber Center for Pediatric Development, Lancaster, Pa.; Share Food Program, Inc., Philadelphia; The Caring Cupboard, Inc., Palmyra, Pa.; The Food Dignity Project, Forty Fort, Pa.; The Salvation Army of Carlisle, Carlisle, Pa.; Sharing Excess Inc, Philadelphia; West Chester Area Senior Center, West Chester, Pa.; and York County Food Bank, York, Pa.

As the company looks to its next century of excellence and service to its communities, it does so as the leading retail grocer in Pennsylvania, Maryland, Virginia and West Virginia, with 193 stores and approximately 35,000 team members.



**CONGRATULATIONS ON
YOUR 100TH ANNIVERSARY**

G The
GIANTTM
Company

We're happy to be a part of it!

**Keep it
rolling
for**



more!

From your friends at

LISCIO'S BAKERY

"It all starts with the bread!"[®]

**Corporate
Headquarters:**

600 Ellis Street
Glassboro, NJ 08028
P: 856.881.5300

LisciosBakery.com

PROUD PARTNER






**SAME
PRODUCT.
NEW
LOOK.**

Leading the Baking Aisle
with Trusted Brands.



Saluting The GIANT Company on
100 years of success!



Domino Foods, Inc. is part of  ASR GROUP



**Naddif Sales and these fine brands congratulate
The GIANT Company on your 100th Anniversary!**





Congratulations to The GIANT Company on 100 Successful Years!



Amoroso's Salutes



AmorosoBaking.com

On Your 100th Anniversary!

Why Philly sandwiches are world-famous.

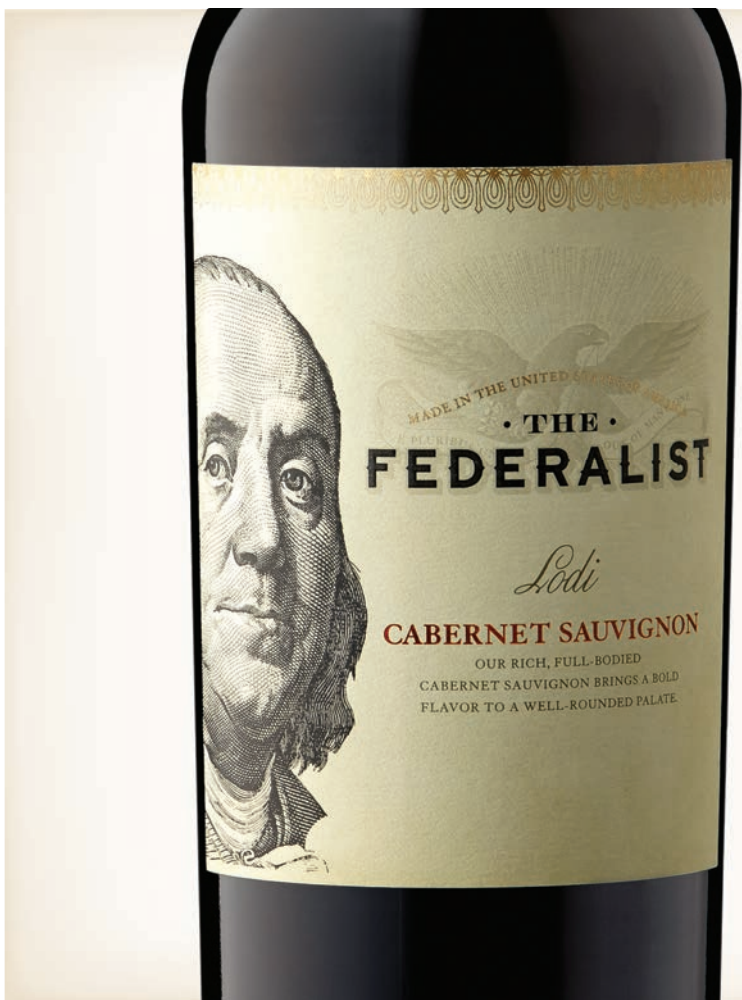


Congratulations to
The GIANT Company
 On your 100th Anniversary!

Masser Family of Companies
 is proud to be your LOCAL
 potato partner.



StermanMasser.com • SideDelights.com



• THE •
FEDERALIST



Cheers
TO 100 YEARS



The Honickman
COMPANIES



Happy 100th Anniversary to The GIANT Company



Congrats GIANT on 100 Years!

We Appreciate Our Partnership

100
YEARS

The
GIANT™
Company

Growing
Our Future

A Conversation With John Ruane, The GIANT Company President: Looking At The Next 100 Years And Beyond

As The GIANT Company embarks on its future after celebrating its 100th anniversary in 2003, *Food World* and *Food Trade News* sat down with John Ruane, who was recently named the brand's president.

In his more than 40 years in the grocery business, John Ruane has worked in every aspect of retail food. Earlier this year, he was named president of The GIANT Company and as the retailer celebrates its 100th anniversary, Ruane discussed how he plans to continue GIANT's growth opportunities to build on the company's legacy of success in areas such as growing its strengths as a true omnichannel retailer, continuing to invest in its world-class brick-and-mortar store fleet and nurturing the strong team morale that the retailer has fostered throughout its history, among other things.

Food Trade News/Food World: What is your definition of how The GIANT Company is becoming a more omnichannel presence in the marketplace?

John Ruane: We are firmly committed to becoming an omnichannel merchant. Part of that is growing the digitally engaged customers we have. Based on our data, a customer who is digitally engaged typically spends more than our traditional in-store shopper. We have been driving more digital engagement by enhancing some offers above and beyond, giving customers additional value to increase engagement, which translates to stronger loyalty to us.

The omnichannel business has multiple faces which we consider separate – but each of them being important. For us, click-

and-collect (pickup) is our biggest and fastest growing channel. We also have multiple delivery mechanisms through third party companies – which are doing great work for us –our two fulfillment centers, and our four ecommerce fulfillment warehouses. Looking back five or six years ago, this business was in its infancy. It has evolved quickly and dramatically. I feel strongly that we need to meet our customers where they want to meet us. I don't want to push people into channels that aren't their primary choice to shop with us. We are trying to find a balance.

Food Trade News/Food World: The GIANT Company has spent a lot of money upgrading and building your whole digital platform. What have you seen, so far, as the biggest payoffs on those investments and how do you see the digital component growing or playing an important role in the future as things continue to evolve?

John Ruane: When a customer is involved in two or more channels, we gain a much larger share of their wallet than we have historically gotten. That is definitely on our radar – how to manage that and understand that customer better. We are also beginning to gain traction by improving our advertising and overall digital monetization. It is important that we continue to drive value to these customers for the future. Our goal is to convince our existing and potentially new customers that when they are thinking about their weekly grocery list, they know there are multiple options readily and easily available to them – in-store shopping, pickup or delivery. I think we can learn something from those in foodservice. You used to have to get out of



John Ruane began his career in the food industry at the age of 14 at Foodtown in New Jersey, where he worked through college. He later joined Pathmark and held positions of increasing responsibility in retail and merchandising before joining Ahold Delhaize USA in 2011 and The GIANT Company in 2018.

At The GIANT Company, he led the merchandising and marketing teams to develop and implement customer-centric strategies that support the continued growth of the brand, while also improving customers' experi-

ence and the overall value proposition as senior vice president and chief commercial officer. Today he serves as president of The GIANT Company.

An industry and community champion, Ruane serves as Chair of FMI's Fresh Food Leadership Committee and on the Board of Directors at Philabundance, the largest hunger-relief organization serving the Philadelphia area. Ruane attended Rutgers College and has completed post-graduate programs at Cornell University and Harvard Business School.



*Saluting The GIANT
Company on
100 Years Of Success!*



Bel Air
201 Gateway Dr., Unit I, Bel Air, MD 21014
410-337-3611

Central PA
304 Founders Way, Mechanicsburg, PA 17050
717-838-1018

Richmond
1655 May Way Drive, Powhatan, VA 23139
804-335-5198



Proud to be a third-generation company, now in our 50th year!

100
YEARS

The
GIANT™
Company

Growing
Our Future

your house and go to a restaurant. Now, you can just as easily hit DoorDash or UberEats and get nearly anything you want within minutes, at a cost of course. But that is a good pathway for us to understand customers and mindsets. I also believe how we shop continues to evolve rapidly. I think the world continues to move faster and speed around this business has become very important. It is also important to note that we have to figure out what our limitations are and find partners who can help us really deliver what customers want.

Food Trade News/Food World: Let's talk about the foundational part of the business which remains brick-and-mortar. As you have noticed with other companies, a lot of cap-ex has been devoted to their digital platforms sometimes at the expense of the welfare and the upkeep of their physical stores. The GIANT Company has opened a fair number of new stores and new replacement stores over the last half decade. What are your thoughts about expanding and protecting your brick-and-mortar presence where you are number one in a number of marketplaces? Is there an approach you are using to balance spending on brick-and-mortar vs. digital?

John Ruane: A good question and appropriate. If you look at our business as a portfolio, the largest asset we have is our brick-and-mortar stores. It is the vast majority of our business as well. Over the last four years we have done a lot of work to update our stores, bringing them up to brand standards. Going forward, I believe we should take a balanced approach to how we view our existing stores and how we invest in new stores. Factors such as the age of the store is always a consideration. We need to invest in our really high volume, high profit stores but we also need to

find opportunities to add to our store base. We have been very fortunate in opening stores which were a part of acquisitions. Just in Pennsylvania alone, we are dealing with a wide geography and there are a lot of places where The GIANT Company does not exist. We also need to be flexible regarding store size and store format. Some of our highest performing stores – Haverstown, Pa.; Broomall, Pa.; Camp Hill, Pa.; Eldersburg, Md. – are really big stores. We have also seen a shift in recent years that not all customers want a store that large. Some seek convenience and a different product mix. With the addition of the GIANT Heirloom Market prototype over the last four years, we now operate stores as small as 9,000 square feet to as large as 100,000 square feet. We think there is a place for all of them depending on the neighborhood and what the customer is looking for. We are wide open to those things, and we continue to work on that. We also think about how the customer is evolving and what they are going to need from us. And we think about our team members; how we might make our stores not only a better place to work, but an

easier place to work as well. We are taking a hard look at things like backroom layouts, how we fill our cases and how automation can help us with the ordering processes to maximize efficiency and ease for our communities, customers, team members and the overall business.

Food Trade News/Food World: Over the last 15 years, The GIANT Company and many other retailers have reduced the size of their new stores. What has your company's thinking about operating in a smaller footprint?

John Ruane: That is true, not just for us but the industry as a whole. A critical factor in our thinking has been pure cost. In the last three or four years, the cost to build and renovate these stores has risen significantly – it's gone up by well over 50%. The cost to acquire real estate, the cost of borrowing money, the cost of materials, the cost of labor – fundamental things done is exorbitant. When we run our financial modeling, we really have to be smart about decisions in order for the store to ultimately be profitable and provide a return for our shareholders.

Food Trade News/Food World: Let's talk about work ethic and team member morale, which many in the industry consider one of The GIANT Company's greatest and most advantageous points of difference. What are you doing to ensure the culture remains strong, and the affinity and loyalty also remain at high levels?

John Ruane: This is one of our top initiatives, and one that we continuously work on. We are proud of the culture that's been a hallmark at The GIANT Company for 100 years, but we believe we can always do better. We realize that turnover rates are higher than we want them to be, particularly in entry level positions. We have to do a better job engaging with these folks, making sure we are really making them feel like they are a part of something. Our



“

'The omnichannel business has multiple facets which we consider separate – but each of them being important. For us, click-and-collect (pickup) is our biggest and fastest growing channel. We also have multiple delivery mechanisms through third party companies – which are doing great work for us – our two fulfillment centers, and our four ecommerce fulfillment warerooms.'



PROUD TO SALUTE



**AS YOU CELEBRATE
100 YEARS OF EXCELLENCE!**

*Distributors of Retail & Institutional Dry Grocery,
Refrigerated and Frozen
Ethnic Specialty and Kosher Food Products*

A&L FOODS, INC.

4200 Amos Avenue, Baltimore, MD 21215
1-800-264-1519

A&L FOODS, INC. PHILLY

1436 Wells Drive, Bensalem, PA 19020
215-245-5045

reputation has been that if you worked here, you were a part of something big. That is what we have to continue to do - demonstrate to our team members that they are a part of something big. We are here to feed families. And they could really have a very bright and vibrant career here, going from being a part-timer to being a vice president if they really wanted to. This is a business where you can write your own ticket based upon what you want to do, whether you want to be communications director, a lawyer, if you want to be the president or if you want to be a store manager. There are 35,000 different opportunities here for people to fit in. As you know - and all of us know - it is a great business. I don't think that has changed. I think the business has gotten a little bit different. Different in some ways that have maybe made it harder. But also, different in some ways that have made it easier, at least from a technological perspective. However, different is still different, and we have to adapt. I think about myself and in my early career, my tendency was to go someplace and make it work for me. The tendency now is if it doesn't feel like it is working, I'm going to try something different more quickly than when I was younger. We have to be ahead of that and smart enough to figure



out people have choices. People want flexibility, which is something we need to look at. If we feel there is room to be more flexible with scheduling and team members, giving them what they need, while also knowing we all must take care of the customer, that is some of the work the HR team, led by Jennifer Heinzen-Krueger, is working on. We also believe that when we train people it is not just about deploying an ELM (Electronic Learning Module). It is about working alongside someone who has the expertise - who can teach and show you the difference between doing something correctly or incorrectly. Engaging with customers is one of the most enjoyable parts of this whole business, whether you are at the seafood counter, the bakery, or even at the cash register. We are in the people business, both with team members and customers. I would encourage people who like people and community that retail is a good place for you to be, and The GIANT Company is a great place for you to call home.

ence the sought-after jobs that generally didn't turnover as much. When we started to look at the whole organization, you could understand how fragile it is. Here is what I see: our best stores with our best managers have great results with people as witnessed by their engagement scores. At lower performing stores where there is opportunity to grow our leaders, we see the results mirror that. These evaluations give us a recipe on how to improve. We invest in our leaders in an attempt to raise the bar with them in a very positive and proactive way. As I've said, we are all in the people business. That is how we get things done, through the team, and that is how we engage the customer. Customers form opinions about us every single time they shop. They may be negative, which isn't good, because that shopper may not come back. They may be neutral, which could make us vulnerable. Or they may be positive. When they are positive, they like us, and we like them and maybe they'll keep coming back. It is not the hardest thing to think or to say. However, it is hard to do because you have to model that behavior every day. I am proud to say that we do have a lot of those stores doing that every single day. Most of our stores are doing that most of the time. For us, the challenge is how do we become even better?

Food Trade News/Food World: A key priority for both Ahold Delhaize corporately and all of its brands is helping to lead the transformation to a healthy and sustainable food system. Can you give us some examples of how The GIANT Company is implementing that initiative?

John Ruane: There are several examples of how we are prioritizing these initiatives. One of them is our push to reduce waste at store level. Over the last several years we have been able to increase to more than 100 stores that have achieved zero waste goals. Removing plastics is another key initiative. Our merchant teams have done a very good job in removing plastics. Things like lids on plastic containers have been replaced with sealable film, which saves hundreds of thousands of pounds of plastic every year. We also think we have done a lot of work locally with farm-



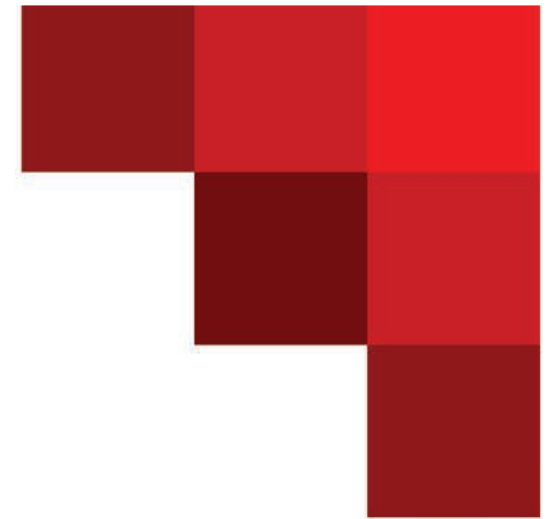
If you look at our business as a portfolio, the largest asset we have is our brick-and-mortar stores. It is the vast majority of our business as well. Over the last four years we have done a lot of work updating our stores, bringing them up to the standards of our 'For Today's Table' brand. Going forward, I believe we should take a balanced approach to how we view our existing stores and how we invest in new stores.'

Food Trade News/Food World: You said that over your more than 40-year career in the supermarket retail business your mindset has changed in parts of the decision-making process. Is that an evolution that came with the wisdom of overall experience, or once you became president, your purview changed, and your perspective also changed?

John Ruane: I would say the latter because I now have a different seat and a different view. When I was running the commercial organization (as the company's chief merchant), I had people who were involved in that for a long period of time. They had proficiencies within their skill set, and they often didn't experi-

acosta

The
GIANT
Company



Thank you for being a valued partner.

Together, **we connect people with the brands they love.**

Acosta delivers progressive omnichannel marketing solutions enabling brands to win in the modern marketplace.



Business Intelligence



Sales Service



Retail Execution



Digital Commerce



Marketing



Food Service



Learn more at acosta.com

100 YEARS

The GIANT Company

Growing Our Future

ers. Over the last few years, we have doubled the number of local suppliers that we do business with. We have also formed great relationships with organizations like the Rodale Institute, which is a Pennsylvania-based regenerative agriculture research organization. We are exploring ways to not allow so much food to be diverted into waste. We have a lot of internal programs that address reducing waste, and we have a partnership with Flashfood to help shoppers purchase closely coded products at a reduced price. We would rather sell the product at a discount than have to discard it, especially knowing those items are wholesome and good products.



We are proud of the culture that's been a hallmark at The GIANT Company for 100 years...Our reputation has been that if you worked here, you were a part of something big. We are here to feed families. That is what we must continue to do - demonstrate to our team members that they are a part of something big and they could really have a very bright and vibrant career here, going from being a part-timer to being a vice president if they wanted to.... There are 35,000 different opportunities here for people to fit in.'

Food Trade News/Food World: Having spent much of your career in merchandising, can you give us an update of where supply chain functionality is today versus 18 months ago? Additionally, if you had a wish list for your vendor partners that would ultimately create more mutual benefits for The GIANT Company and for the vendors who serve you, what items would be on it?

John Ruane: I would say supply chain functionality has seen a significant and substantial improvement from 18 months ago when we were really at an unacceptable level. However, those difficulties do not solely fall on the vendor community. In that timeframe, we were in the difficult process of switching to a self-distribution model. Internally, I think our supply chain team, under (president of Retail Business Services and chief commercial officer for Ahold Delhaize USA) Roger Wheeler's leadership, has done an

extraordinary job improving that. We are seeing more than a 50% improvement from where we were 18 months ago. We are still not where we want to be, which would be a little bit more than that, but I would say that we are well on our way. It is now rare that we have major outages, and we are starting to see some growth coming back to center store particularly, where we had some significant outages in things like pet food, pet supplies, paper goods and household.

In terms of how we view our relationships with the vendors, The GIANT Company sees our vendors as partners. We want to grow their businesses. We realize their businesses are built around growth. Growth is the engine that drives us both forward. That said, we need to pick partners that are going to help us do that with them. One of the things we are most proud of is our ability to execute a program. When we agree to something, we are able to execute it and deliver the cases for our suppliers. Over the past few years, vendors faced added costs, which means so do we, but we are still not seeing many cost declines. We are beginning to see some promotional funding start to come back at 2019 levels, but we're going to need more support from suppliers to really push the items that customers want to buy today, which are probably different than they were just a couple of years ago.

People are much more focused on value, on feeding their families. They are spending about the same or a little bit more, but they are not buying as many units. We have recently seen those trends start to change. I think, hopefully, we have been a part of that solution - putting out a better assortment for them, ways for them to stretch their food dollar more than they have in the past. The challenge to our suppliers would be - invest in us and we will invest in you, and we will drive your business together.

Food Trade News/Food World: The GIANT Company remains the dominant food retailer in three key regions of your marketing area - the Lehigh Valley, Central PA and greater Philadelphia. What are you doing to try and protect that market share lead? Is there a general strategy of how to go about maintaining your number one position, or even growing it?

John Ruane: We talk about it all of the time. For me, it is a few different things. First of all, I am reminiscing back to when we used to look at the food channel in terms of market share for results and we would feel good about that. It is no longer that, as you know. You have to look at MULO (Multi Outlet) share reports to understand the whole picture. We have some really good competitors in this marketplace. To me, that means that we must work harder, and we must work on our CVP (Consumer Value Proposition). We need to continue to push harder on improving the items that matter, the prices of the items that matter, the items our customers know the prices of, the items customers purchase most frequently. We have worked hard on those issues and have seen some really strong results. We need to tell our story better in terms of informing customers how they can save money with us. We are aggressively priced relative to the competition, particularly food competition in our marketplace. We have the ability to deliver value and to meet customers where they want us to meet them. Store pickup is also a very big part of our omnichannel business. We can save you time and we can save you money digitally. For me, if you are not winning MULO share, you are not winning. I believe that over time, some companies that aren't able to compete in all those ways are going to get hurt. They are going to be the ones who lose share. It is my role here to make sure that is not us, so we will be here for the next 100 years and beyond.



CELEBRATING 100 YEARS OF SUCCESS

GIANT[®]

We are proud to play a small role in their service to the community by providing a diverse shopping experience. The EMD family looks forward to growing with The GIANT Company for another 100 years of excellence.



EMD SALES, INC
International Foods and Wines

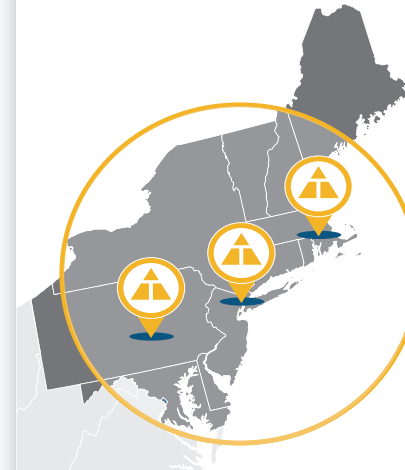


Celebrating A Century of Food & Service!

TryAngle Foods and all our great clients congratulate you on 100 successful years and many more ahead.

TryAngle FOODS

Your Northeast perishable solution.



Email us:

sales@tryanglefoods.com

Visit us:

tryanglefoods.com

Find us on:

 LinkedIn

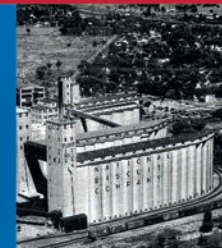
Follow us:

 Instagram

Cheers to 100 years of The GIANT Company

From your friends at
Mondelēz
International

©Mondelēz International group





**Congratulations to
The GIANT Company
on 100 years of Excellence**



www.Kunzler.com

**Proud to be a
The
GIANT
Company
Vendor Partner!**

Martin's[®]
Famous

POTATO ROLLS AND BREAD



**#1
Potato Roll
in
America**



potatorolls.com



MFPS-472 ©2023 Martin's Famous Pastry Shoppe, Inc.

WHO'S THE
GOAT?
of supermarkets

G **The GIANT Company**
Celebrating 100 years

Happy 100th Anniversary
from your friends at
CELEBRITY.



Our goats have huddled-up to say,
"The GIANT Company is the GOAT!"

 **BE THE GOAT**

*Congratulations to The GIANT Company
on your 100th Anniversary!*

CROSSMARK®

A **WIS INTERNATIONAL** COMPANY.®



We salute **G** **The GIANT™** Company on their
100th Anniversary



Full Service Produce & Floral Provider
 215-463-8000 procaccibrothers.com

IT'S NOT
 A PARTY
 WITHOUT

Berks



A Family Favorite Since 1933

RING BOLOGNA + HOLIDAY HAMS + SAUSAGE + PREMIUM FRANKS + DELI MEATS + MORE | BERKSFOODS.COM



100
YEARS



The
GIANT[™]
Company

Who We Are

Our Leadership



John Ruane
President



Joanna Crishock
VP of Marketing & Commercial



**Jennifer
Heinzen-Krueger**
VP of Team Experience



Tammy Kern
*Assistant to the President
& Supervisor of Executive
Communications/Events*



Dave Lessard
*SVP of Operations,
Customer Experience &
Perishable Distribution*



Brian Lorenz
*VP of Omnichannel
Merchandising - Fresh*



Rebecca Lupfer
Chief Financial Officer



BELGIOIOSO®

Tradition • Artisan • Quality

BelGioioso would like to congratulate The GIANT Company on its 100th Anniversary!

BelGioioso Cheese has been specializing in natural, award-winning cheeses for over 40 years. All BelGioioso cheeses are crafted using only the freshest cow's milk. We maintain an artisan touch because every cheese is treated individually, according to its own personality.



belgioioso.com



100
YEARS

The
GIANT
Company

Who We Are

Our Leadership



April Mock
*Chief of Staff & Director of
Communications & CSR*



Daren Russ
VP of Omnichannel Operations



Tim Santoro
*VP of Greater Philadelphia
Division*



Jennifer Scott
*Chief of Staff & Director of
Merchandising Acceleration*



Parag Shah
*VP of Omnichannel
Merchandising - Center Store*



Kathy Sweigert
VP of Mid-Atlantic Division



**PUBLISHED THE FIRST & THIRD
MONDAYS OF EACH MONTH**
By Best-Met Publishing Co., Inc.
Publishers of
Food World
and Food Trade News

Jeffrey W. Metzger *President/Publisher*
Terri Maloney *VP/Editorial Director*
Maria Maggio *VP/GM-Food Trade News*
Kevin Gallagher *VP/Food Trade News*
Beth Pripstein *Circulation Manager*

Food World (USPS 203920) is published monthly for \$69 a year by Best-Met Publishing Co. Inc., 9030 Red Branch Rd., Suite 110, Columbia, MD 21045. Periodicals Postage paid at Columbia, Maryland and additional mailing offices. POSTMASTER: Send address changes to Best-Met Publishing Co. Inc., 9030 Red Branch Rd., Suite 110, Columbia, MD 21045.



Celebrating 100 years Together



1923 - 2023



Sprite

POWER
ADE

GOLD
PEAK
REAL BREWED TEA



Simply

BODYARMOR
SportWater

vitaminwater

smartwater

Coca-Cola

The
GIANT
Company

©2023 The Coca-Cola Company. ©2023 glacéau. "smartwater" and "vitaminwater" are registered trademarks of glacéau. BA SPORTS NUTRITION, LLC. © 2023 ALL RIGHTS RESERVED. ©2023 fairlife, LLC.

100
YEARS

The
GIANT™
Company

Who We Are

The GIANT Company's Legacy: Being An Anchor For The Communities They Serve

Phyllis Smith,
assistant store manager for customer experience,
GIANT, Hellertown, Pa.

Phyllis Smith is an assistant store manager for customer experience at The GIANT Company, currently working on a special project. "My total focus is on customer service throughout the store," she said. In this post, she uses her experience in working with store teams to help with training and assisting the stores' cash offices when problems or accounting issues arise.



From Smith's perspective, the legacy of who The GIANT Company is, and what they mean to the communities they serve, comes down to being a true partner. "Our legacy is that we are the anchor for the communities in which we operate," she said, "Our stores are such an important part of the community, and that was especially true during COVID. The company puts a lot of time and effort into supporting our community and team members."

Smith finds great pride in watching other team members grow in their careers. "The most rewarding part of my job is the people," she told us. When asked for a couple of specific examples of team members she has helped succeed, Smith mentioned one who is currently an assistant store manager: "She came to us as an immigrant and got a job here at 16 years old. She was later

made a full-time store checkout coach and now is an assistant store manager, so she's a real success."

Smith mentioned another team member "who I hired as a bagger when he was 15 years old. He is now also an assistant store manager, striving to be a store manager. Those are the rewards of really being with a company for so long and watching who you knew could develop, and now they're doing it."

As a retailer dedicated to supporting the communities it serves, The GIANT Company makes a number of promises, which include a commitment to simplify the shopping experience, to inspire fresh ideas and to create healthier communities. One way the retailer helps to simplify the shopping experience, Smith said, is by adding self-checkout lanes. "Self-checkout makes it much faster for customers to finish their shopping."

In the area of inspiring fresh ideas, Smith said, "One thing we do is offer customers meal deals. You just purchase the meat item, the center of the plate, and the rest of the meal ingredients are included, which gives the something different for dinner. For example, if they buy the ground beef that's on feature, they are going to get everything to make their tacos for free. In the winter, we'll offer roast beef

while the potatoes and the carrots are free."

The promise to help build healthier communities is also very important, says Smith, and that includes helping those who don't have access to healthy food. "It's all about being out there and supporting the community, like all the work we do with our local food banks. It is so rewarding to go out and do that to make a difference."

The support that The GIANT Company extends to its communities is mirrored by the support it offers to its team members, many of whom build entire careers with the company often with their first position being in the stores. "Our team members grow through new opportunities, because the sky is the limit here. If you want to do something and you put your effort into it, you can achieve it. It's an amazing system."

When asked about how The GIANT Company's leadership team helps support team members so they can be more successful, she said, "It's empowerment. I feel empowered to make decisions and have freedom to give my thoughts - and to do that without consequences. When there's an issue with a customer, I can take care of the customer. I don't have to call someone to do that. We had a customer issue the other week and I made a decision on the spot that solved the problem and wasn't worried that I'd be reprimanded if it was the wrong decision. That's empowerment."

We asked Smith to give us an example of her contributions to the company, but instead, in preparation for her interview, she reached out to a GIANT team member she had worked with to ask for his perspective. Here's what Nick Meyer, currently manager of store optimization, said, "Phyllis's biggest contribution to the organization is her approach to people. In life, everyone seeks to be heard, seen and understood. And Phyllis naturally embodies that spirit and role models it for everyone she works with."

In wrapping up our interview, we asked Smith how she would sum up her attitude about being part of The GIANT Company team, and why she loves her job. "It feels like family. Every day, I think this is my family. When I come to work, I have such a passion to continue to work. GIANT has given me that and given me an opportunity to make a difference and really, really help people to do.





IS A PROUD PARTNER OF THE GIANT COMPANY



**GRILLO'S
PICKLES**



Proudly represented by
Hughes Sales

© 2023 Irresistible Foods Group

100
YEARS

G **The**
GIANT
Company

Who We Are

Jonathan Heron, store manager, GIANT, Maple Glen, Pa.

“I’ve worked at GIANT for 15 years, and I’m an example of what growth looks like at The GIANT Company. I worked as an overnight grocery clerk, then moved up to night manager, non-perishable manager, customer operation manager, assistant store manager, and now I’m a store manager. I grew my career because of the company’s opportunities and resources, including incredible mentors. I’ve used what I learned to help mentor others for their

own professional and personal growth. This is what makes me excited about the work I do here at The GIANT Company, and I’m proud to be a part of this team. I’m also proud of how diversity and inclusion in the company have evolved and its focus on having a healthy work-life balance. We’ve come a long way, and I’m confident we will continue to grow and excel as an industry leader.”



Tim Dinsmore,
store manager,
GIANT, Carlisle, Pa.

“I had two great mentors with vastly different styles; one was strict and disciplined while the other was empathetic and creative. I learned through these relationships that everyone is different and there is not necessarily a right and wrong way to lead. Mentoring in the twilight of my career, that is more true today than ever before with the diversity of our team members. To help others grow and to continue this great legacy we call The GIANT Company, it all starts with our people and how well we mentor.”



Paul Morse, store manager, GIANT, Jennersville, Pa.

“Growth and new opportunities have allowed our team members to thrive while helping The GIANT Company grow. Our company has a strong heritage of mentoring and developing teams. My store manager, Ed Hearn, took an interest in me and gave me opportunities to grow. With time, effort, and support, I was able to become a night manager and continued furthering my career. He saw something in me that I didn’t see and guided me to develop as a leader. This is what we do best as leaders at The GIANT Company; we identify, encourage, and empower people to be their best! Today, as I continue to grow, I seek mentorship through my regional director, Dave Liptok, who has helped me tremendously, taking the time to guide and help me to identify my purpose. The pride you feel when you help someone start on their own path and support them on their journey in an incredible feeling. I’m honored to be a part of this amazing culture for myself and so many others.”

**Congratulations on
celebrating 100 years!**



Proud Partners for over 50+ years



800-257-7303

100
YEARS

The
GIANT™
Company

Who We Are

**Roxanne Merritt, store manager,
GIANT Heirloom Market, Bainbridge Street, Philadelphia**

“Good mentors do not take their responsibilities lightly. They feel personally invested in the success of their mentees. A mentor’s personal investment in their mentee can be a powerful tool for helping them to reach their goals and build confidence and self-esteem. As mentors, we should always be looking to teach and

train someone to take our place when we decide to move on. The efforts of the mentor will ultimately benefit the company as well as the mentee. The next generation might very well become the future leaders of the company if we give them the right tools to succeed.



**Eric Carr, store manager,
GIANT, Willow Grove, Pa.**

“I truly believe that mentorship is the single greatest responsibility of a true leader. All along our professional journeys, there are so many people that have taken the time to enrich us with their knowledge and wisdom. These are the moments that have stuck with me during my career. And I promised myself I would never forget the sacrifices others made to advance my career. That’s why mentorship is priority number one for me. Our next 100 years will be driven by the leaders that we’re building today.”



**Luke Bell, store manager,
MARTIN'S, Winchester, Va.**

“Over my 25-year career with The GIANT Company, I have been given so many opportunities to grow not only my career, but personally as well. I’ve worked in several roles and positions over the years, and I have been very thankful and blessed to say the least. I use my story all the time to inspire other team members to build their careers with The GIANT Company. This place is truly home to me.”

ROSCATO® OWN YOUR SWEET SPOT



©2023 Palm Bay International West Palm Beach, FL

100
YEARS

The
GIANT[™]
Company

Who We Are

The GIANT Company Strives To Be Extension Of Its Customers' Families

Eric Johnson,
store manager, GIANT, Brookhaven, Pa.

Eric Johnson, currently the store manager at the GIANT in Brookhaven, Pa., recently celebrated his 20th anniversary as a member of The GIANT Company team. Johnson said, "I worked my way up. I started off as a night crew leader working overnight stocking shelves in the grocery department. I then worked my way through all the other management levels on my way to store manager." He added, "The most enjoyable part of my job is working with my team members. I love connecting with my employees and leading with care in everything we do each day and providing for our customers and our communities. That's my primary responsibility, my team and our customers."



As the brand celebrates 100 years in the supermarket business, we asked Johnson to explain his take on why the company has been, and continues to be, so successful in what can be a difficult industry. "I consider The GIANT Company as an extension of our customers' family. We do a lot each day to make customers' lives at home easier and more comfortable. That's who we are," he explained. "If you look at the dinner table of your traditional family of four or five, we're the fifth or sixth member of that family. I have customers each day who come in, they know me, I know them, and I'll say, 'Hi, how you are doing today, how's the dog, how's the wife?' We've become very personable with a lot of our shoppers who visit our stores daily and weekly."

He added: "With everything we went through with the pandemic, it hit me even more that this is absolutely true because we were the go-to spot for a lot of people. In recent years, that brought the whole 'who we are' as the extension of the family to the forefront for me."

As both a shopping destination and as an employer, The GIANT Company makes promises to its customers and its team members. For shoppers, the company focuses on inspiring customers and simplifying the shopping experience, said Johnson, who puts those promises to work in his store.

"Inspiring fresh ideas and simplifying shopping are two very key things I pride myself on each day for our customers. It could be something as simple as having checkout lines move faster. It's not always easy, but a smile and a thank you goes a long way to easing the shopping experience, and that's what I stress to my team every day."

He continued, "As a brand, we have rolled out a new and improved app for our customers which shows a lot of the offerings we have. We understand that the app is not always easy for our older clientele which is why a lot of my team members and I have been helping those customers out as soon as they come in, finding digital coupons and fresh meal ideas on the app, among other things. Whatever we can do to simplify the

shopping experience, we're on it."

Team members also have support from the company. "The GIANT Company creates a stable work environment every day," said Johnson. "We have the support of our RST - our regional support team - from our district director to our HR business partner who help us find the right people to join our team."

In addition to a high profile in local media, The GIANT Company has a strong presence in social media, which Johnson also uses. "LinkedIn is a great tool. Recently, when I was in need of a deli manager, I reached out to my HR business partner to have her send me the description for the job. I copied and pasted the job description and put it on LinkedIn, and the job has been filled. The team is always a resource for us, helping us with the tools we need for success."

Additionally, Johnson says that always showing care to his team members is very important. "Each day, I say 'hi' to every team member and thank them for what they do. I try to always be personable with them and know what they might be going through in life. I'm also a big proponent of promotion, rewarding those who show effort, give 100% and instill our values to our customers," Johnson shared.

In addition to creating a top-notch shopping experience and being a great place to work, The GIANT Company is committed to supporting the communities it serves - giving back is an everyday tenet for the retailer, and Johnson is rightly proud of this fact. "I have a strong passion for giving back, for volunteering. GIANT gives me the ability to volunteer in our communities quite frequently through all our efforts to stay close to our customers and the areas we serve," he said.

One example of this commitment Johnson recalled was a recent program his store did with the Chester, Pa. area school district. "A high school principal said she really needed some items for the students toward the end of last school year. She wanted to do something to thank the students and so forth, but she didn't have an extravagant budget to do it. Through our corporate philanthropy at GIANT, we have a process in place to apply for donations. Because she wanted this done relatively fast, we looked at her funds and I looked at what my team and I could do. Together, we worked to help the school out. Recently, that has been the proudest moment that I've had, and it helped me realize my mission, which is to care and give back."

With efforts like these, it is no wonder Johnson was named The GIANT Company's 2022 Make A Difference award winner.

To sum up his take on the retailer's long-term success and how today's support team works to keep the company at the top of its game, Johnson said: "Again, just stressing the fact of who we are, the extension of the family, the care that we display each day and what we do with the community is totally genuine. I feel it from the top. Because in a lot of organizations, you can look at their leaders and you don't see they care. They may talk about it, but I tell you, you feel it each day when you talk to John (Ruane) and all the leaders, every last one of them. I can honestly say that they are sincere and genuine in everything they do. That makes it a pleasure to work for them. You really believe it when you see and hear it in their actions."

FLOAT ON CLOUD 9
WITH CLOUD90 BY CAVIT



90 CALORIES
9% ALCOHOL
100% DIVINE

cloud90

BY CAVIT
COLLECTION

100
YEARS

The
GIANT[™]
Company

Who We Are

Wayne Kofroth, store manager, GIANT, Wynnewood, Pa.

“When I was 21 years old working with an independent competitor as a front-end manager, I was approached by the operations manager there, who asked me if I would be interested in becoming the store’s next store manager. I was taken back and asked, “why me”? He stated he saw something in me as a leader. I said I didn’t have the experience nor the knowledge to run a supermarket, and he responded that he would take me under his wing and become my mentor. That re-

sponse was so powerful, I will never forget it, and he stayed true to his word until he retired. So, when it comes to mentorship and growing the next generation, it’s up to all of us to pay it forward and remember those who have helped us along the way. I’m very happy with the mentorship programs The GIANT Company supports; it gives us many branches to reach out and grow the next generation.”



Rob Miller, store manager, GIANT, Hazleton, Pa.

“When a company is around for 100 years, it is not an easy feat. Throughout the last century, there have been so many great leaders throughout the brand, and those leaders created more leaders. That being said, I strive to develop leaders throughout my stores so I can help continue the growth of our business into the next 100 years. My purpose is to help others find their purpose and guide them on their journeys, whether it be in leadership or life.”



Joe Cardone, store manager, GIANT, Selinsgrove, Pa.

“My philosophy around mentorship and growing the next generation is focused on empowerment and guidance. I believe that every individual has unique talents and potential waiting to be unlocked. As a mentor, I strive to provide support, encouragement, and understanding to help cultivate these abilities. I believe in developing a supporting environment that encourages curiosity, critical thinking, and personal growth, ultimately enabling the next generation to thrive and make a positive impact on the company.”



**Expertly crafted for
every occasion.**



Happy 100th Anniversary from Breakstone's.

©2023 Lactalis Heritage Dairy

100
YEARS

The
GIANT
Company

Who We Are

The GIANT Company: Servant Leaders Of The Industry - To Team Members And Communities

Alan Carcifi fresh sales manager - North Philadelphia Region

A 16-year veteran, Alan Carcifi currently serves as The GIANT Company's fresh sales manager for the North Philadelphia region where he is responsible for managing fresh departments for 16 stores. His regular duties include overseeing the operations and merchandising in those fresh departments: "We



file the merchandising plan and then walk the merchandising plan out. We make sure customers have the options they like and that the options make sense. It's planned out weekly. The company sends down the plan and we uphold it, making sure it cascades down to store level." Once the merchandising plans have been executed, Carcifi works with the store teams to ensure the allocation of products they get is in line with what customers want. "If I see an item's selling really well, I'll help the stores get an allocation of the items to help them keep it in stock to meet our customer demand."

Making his job easier are the resources the company offers, especially in consumer insights. "We have so much information available that we can see what customers purchase and what they would like. That's a benefit we use to help our stores, as every store is not the same and all the store's customers buy different things. Having the option to

be able to pick and choose the products we know our customers will want, is a great help."

When asked to describe who The GIANT Company is, Carcifi said, "That's a big question. We're an organization that cares for our team members and communities. This means we're the servant leaders of the industry." He continued, "We make serving our team members and customers our priority. We're involved with so many charitable organizations, and we touch so many people in so many different ways. It's truly amazing."

Like many others on the team, Carcifi says the most rewarding part of his job is, "Seeing our team members grow in their business acumen and watching as they become more confident, stronger leaders. We have many opportunities in our organization, and they can take their career any which way."

He added that his career at The GIANT Company provides a clear example of how invested the company is in its team members and their success. "I came to this business as a salary manager

and moved to store operations. Watching a part-time team member come straight from whatever type of business they were in before and we grow and train them to understand our business and help them grow to a leadership position. That, to me, is crucial."

And, while the company offers considerable training, there is also a good deal of mentorship that plays a part in developing talent, Carcifi explained. "I've trained many team members throughout the organization from showing them everything - sanitation, organization, leadership skills, and more - always teaching them the reasons why we do what we do and how our integrity plays a huge part in our leadership. Team members always have a mentor to work with and there's a checklist that touches every facet of the business. Is it perfect? No. But that's where leadership from a mentor like me or our other leaders is important. We take the time and break down everything that needs to be learned so it's more understandable."

The GIANT Company's promises - both in regard to its customers and its team members - are a key factor in the company's 100-year success story. As Carcifi put it: "I look at our promises and I look at our values, and I think our values represent us best. The fact that we always go to business with care for every person we encounter - our team members and our customers. We use the teamwork approach in everything we do. We have courage to make decisions that help us always do what is right for the customer. But as a team, we always have fun and good humor, which has made us more of a family. And we lead with integrity every day."

As a part of the retailer's merchandising team, Carcifi is well aware of the importance of the company's vendor partnerships and stresses the retailer's integrity also extends to this facet of the business: "I know how we operate, but I know from me to the vendor community and the customer, we have to lead with integrity or we will never be successful. We must always practice what we preach, be honest, always come forward with opportunities. I think we do an excellent job when we have an opportunity and then help make it even better on all levels."

With regards to the company's relationship with its vendor community, Carcifi said: "We're extremely hungry and aggressive. We want to continue to keep serving the community, while continuing to grow our relationships with the vendor community, but we also are doing it for the common good of every single customer that comes through the door. We win, they win, and we are successful together. And I think that's something that we need to help elevate even more; we want to be right with them. We want to make sure we're partners and that we are taking care of both sides of the business because we do understand it's 50/50. It's not just 100% about us as the customer and getting what we want. It's not that way. We understand it goes both ways and we are in this together to win."



NATURAL CHEESE

LET'S CELEBRATE TOGETHER



HAPPY 100TH ANNIVERSARY FROM KRAFT

©2023 Lactalis Heritage Dairy. KRAFT is a registered trademark owned by Kraft Foods and is used under license.

100 YEARS

The GIANT Company

Who We Are

Kyle Thompson, store manager, GIANT, Camp Hill, Pa.

“What drives the most excitement in my store is delivering the best products for our customers, while also providing the best service. My team is always willing to go above and beyond to make the experience of shopping at our store one that keeps customers coming back. As we approach

the fourth quarter, this is when the team becomes extra motivated to deliver even bigger on our customer promises, delivering all our customers’ holiday needs and creating meaningful moments no matter the celebration.”



Todd Kinter, store manager, GIANT, Lititz, Pa.

“Team member development is something every store manager keeps close to their heart. At some point during our careers, there was someone who noticed something special in us, either our dedication, our willingness to learn, or our passion for retail. So being a person that is able to identify team members, mentor them, and, most exciting, watch them grow through new opportunities is one of the most rewarding pieces of being a store manager.”



Steve Bowlby, store manager, GIANT, Warrington, Pa.

“The GIANT Company has given me so many opportunities to grow in both my career and personal life, and I use that to inspire future leaders. Some of the proudest moments in my career have been taking a chance on team members, helping them grow, and then seeing them advance into a salaried role down the road. Knowing that I have made a difference and working with talent that I’ve helped develop are some of my proudest achievements.”

CONGRATULATIONS ON 100 YEARS!



Ricola

Ricola salutes The GIANT Company
Best Wishes for continued Success!



cheers to 100 years!
thanks for your trusted partnership.

love, your friends at frieda's

frieda's



Congratulations to The GIANT Company
on your Milestone 100th Anniversary!



Specializing in
Eastern Apples

717-975-9111
www.cohenproduce.com



WHEN SERVICE COUNTS...COUNT ON US!

A taste of simpler times.

Join us in celebrating The GIANT Company's
century-long commitment to providing fresh,
quality products to generations of loyal customers.

PROUD PARTNER

GIANT

  [virtuosopizza.com](https://www.virtuosopizza.com)

© 2023 Dr. Oetker, USA LLC





ASHER'S
CHOCOLATE
CO.

**Asher's is a proud partner of The GIANT Company
Congratulations on 100 great years!**



**The
GIANT
Company**

www.ashers.com



Atkins would like to congratulate
The GIANT Company
on 100 years of excellence!





+



**we grow
together**

Chiquita congratulates **The GIANT Company** on 100 years of success, and we're very proud to be recognized as your Trusted Partner.

Congratulating
The GIANT Company
on their 100 year Anniversary





World Wide Sales and these fine brands are proud to support **The GIANT Company** and wish you all the best for 100 more years of success!



COUNTRY COCKTAILS®

DOWNHOME FOR THE **HOLIDAYS**



DRINK RESPONSIBLY.

Jack Daniel's Country Cocktails and their respective flavor names are registered trademarks of Jack Daniel's Properties, Inc. © 2023 Jack Daniel's Jack Daniel's Beverage Company, Louisville, KY. Premium Flavored Malt Beverage.



CONGRATULATIONS
to The GIANT Company on

100
YEARS

Hissho Sushi is honored to be your trusted partner on this incredible journey. Together, we bring sushi excellence to countless customers.

Thank you for your unwavering support and here's to a century of greatness!

Hissho
SUSHI
hisshosushi.com

Here's to 

Congratulations on your 100th Anniversary!



100
YEARS

The
GIANT™
Company

Our Growth
Omnichannel

The GIANT Company - Focus, Investment In Ecommerce Essential Factors In Retailer's Omnichannel Strategy

Over the past decade, The GIANT Company has become one of the supermarket industry leaders in its focus and investment in ecommerce, which is an essential part of the company's omnichannel strategy.



Whether it is demand generation or operations fulfillment, being more laser focused on how we drive value for the customer is essential.'

Daren Russ

Currently, the Carlisle, Pa. merchant operates two large standalone ecommerce fulfillment centers (in Lancaster and Philadelphia); four smaller fulfillment centers (warehouses) that are attached to existing GIANT stores in N. Coventry, Pa.; Camp Hill, Pa.; Coopersburg, Pa.; and Willow Grove, Pa. and 185 click-and-collect pickup stores. The retailer also utilizes a third-party delivery company to service customers who fall outside its direct delivery geography.

Two key executives involved with the execution of the company's ecommerce growth plan - Daren Russ, vice president, omnichannel operations, and Parag Shah, vice president, omnichannel merchandising, center store - discussed the opportunities and challenges of building and managing an important and rapidly evolving segment of the business.

All the original Ahold USA companies - The GIANT Company, Stop & Shop and Giant Food - can trace their ecommerce roots back to another Ahold Delhaize USA unit - Peapod (now Peapod Digital Labs).

Russ said he believes that Peapod's strong foundation served as an important launch pad and has helped the brand evolve into the progressive digital merchant it is today.

"This has been an evolution. We began as Peapod, then became GIANT Direct powered by Peapod, and now we operate as GIANT Direct. We have evolved the portfolio to include not only our technical legacy, but also our third-party partners. As we look at it, it is vital to understand customer preferences. What are the different needs by customers, geography, and trading area, and how do our portfolio offerings match that? I would call it a digital journey or digital level of maturity. That is one thing I think we really pride ourselves on at GIANT; we give our customers what they want, and we allow them to engage with us

on their terms. It has really set the groundwork for how customers engage with us from an ecommerce perspective," said Russ, who has been with The GIANT Company since 2016 after 14 years in the CPG world. His current omnichannel responsibilities include overseeing ecommerce pharmacy and store support.

Shah's background is a bit different. However, like Russ, he's spent his entire business career in the food industry, Shah joined The GIANT Company nearly two years ago as vice president of center store merchandising after more than 20 years at Wakefern. He views The GIANT Company's role as a progressive omnichannel merchant as vital in helping the retailer achieve true credibility with its customers.

"We realize this is an important opportunity as both consumers' shopping habits and what customers are expecting of retailers is evolving. For us, we date that back to our heritage where convenience has always played a critical role in how we go to market. We view our ecommerce ambitions as the ability to create efficiencies so we can help busy customers save time and money. With this infrastructure in place and having different ways in which our customers can engage through our multiple platforms, we are firmly rooted to give them a great customer experience so they continue to reward us with their loyalty as we have seen in the past century," Shah proclaimed.

Both Shah and Russ emphasized that experience, analytics, and flexibility have helped the retailer better understand the rapidly evolving ecommerce world and how to make the right decisions as it applies to The GIANT Company's digital customers. One example had been adapting to the huge surge of online sales during COVID which have now mitigated to some degree. Shah acknowledged that the company remains focused on the big picture - building long-term customer loyalty by providing the best offering in the company's marketplace, both in stores and online.

"We are seeing a slowdown in overall ecommerce, but it is still a growing and important piece of our business. What we are really focused on, from a brand perspective, is to make sure that we deliver a great experience to the omnichannel customer who rewards us with their business. What we have seen is that our omnichannel customer is not only more loyal but also spends over two times more than an in-store only customer, and also engage with us more frequently. They make more trips, their basket size is larger, and that brings a higher level of loyalty," Shah explained. "We continuously focus on delivering a great com-

Congratulations



Here's to another
100 Years
serving the community!



© TM & © Dole Food Company, Inc. 2023

100
YEARS

The
GIANT[™]
Company

*Our Growth
Omnichannel*

mercial program in terms of value, but also great execution and retail, whether they use our app or come to our website, we strive to create seamless pickup. Daren's team is making sure customers get in and out very quickly and that orders are complete and accurate – that is our focus – to look at our customer from a loyalty spectrum and continue to deliver a great experience not only through value, but also through time.”



“

We look at this business as an omnichannel business, and we are evolving ourselves to really understand the fundamentals and to ensure a seamless experience from in-store to online, and online to in-store.’

Parag Shah

Russ added: “During COVID it was an arms race. The entire retail segment was looking to understand how we meet customer demand at that given time. As things have slowed down and we have returned to normal as a customer base, it has, in a good way, allowed us and forced us to be more prescriptive across all elements of the business. Whether it is demand generation or operations fulfillment, being more laser focused on how we drive value for the customer is essential. I also think being more personalized has been a continued growth pattern for us. How do we use the data that we have today to know the different segments of customers and individualized customers we have so we can make the experience more seamless for them. We can make that experience, frankly, a better experience too, as Parag said, drive

trips, drive relevance with the customer, and at the end of the day, save them more time and money.”

One of the most discussed issues revolving around home delivery remains the “last mile” journey. In addition to its own delivery services through GIANT and MARTIN’S direct, The GIANT Company also utilizes the services of a third-party delivery services to maximize the customer experience and the company’s reach.

“Internally, training and safety are paramount,” Russ said. “First and foremost, we take training and safety very seriously. If you think of the risk associated with being on the road, we need to ensure our team members are safe and set up for success. But we also take the time to review our expectations on customer interaction and customer experience. And, whether that is us, or in some locations, a third party that is helping us, that consistency in setting that expectation is one of the utmost importance.”

He continued, “If you think about it, a customer is likely engaging with one human through the process of their order and that is at the point of delivery. And how our team, both internal and third party, interact with those customers can make or break what that looks like for us going forward from a business perspective. So, training is one of the biggest tools for success. There is also technology that allows us to be more efficient and allow customer engagement along the way, whether that be on the app or the experience with the order process. That could be something as specific as routing and how we are looking to be as efficient as possible from a time perspective. Operationally, there are benefits in terms of how we can leverage time to provide



Celebrating 100 Years!

Happy 100th Anniversary to
The GIANT Company from
your business partners at
Rise Baking Company!



100
YEARS

The
GIANT[™]
Company

*Our Growth
Omnichannel*



a better experience both from interaction and delivery accuracy.”

Shah added, “We have some of the best scores on our delivery NPS (Net Promoter Score) because of how great the team is that works under Daren. Our customers do credit us for having a great delivery experience.”

As ecommerce continues to play a significant role in The GIANT Company’s overall growth initiative, Shah’s duties include working with vendors for both the conventional store and digital platforms. Shah said: “This is an evolving space, both for the vendor community and even for our teams. Some retailers have done a better job than

others, but I would say the majority of the industry is still trying to figure this out. Every vendor has a unique story and strengths - some are strong at imaging, some are great at PDP (Product Detail Pages), and others thrive on the digital marketplace while others have mastered traditional media tactics. There is a cross section of the vendor community with varying degrees of evolution.. Every meeting my team has, they learn something, they teach something, and it creates an action plan that we can execute with specific vendors.”

He went on, “We look at this business as an omnichannel business, and we are evolving ourselves to really understand the fundamentals and to ensure a seamless experience from in-store to online, and online to the in-store. One of the fundamental elements is making sure products are displayed clearly online. The images and the PDPs are there, and everything is communicated in an easy fashion for our customers. Even though that sounds simple, it is a very complex process because of the range of items we carry and the number of new items available each year. We are beginning to use AI tools in that space so we can upgrade the experience. Along with that, a big piece is the evolution and training of our commercial teams. We have kicked off several streams of competency training with a focus on omnichannel customer journey. We have enlisted a leading third-party training company who is educating our leadership team on the evolution of the ecommerce space. All of this helps us take our commercial planning to a new level.

From Russ’ operational purview, there are important vendor components that impact his teams’ ability to execute at a high level. “Sharing alignment between yourself and your vendor partners is a key element for replenishment. It spins the supply wheel. Vendors who have truly adopted the omnichannel space and who understand ecommerce is a growth platform have a competitive advantage. That is the type of partner I am looking for; they really understand how we can build this thing together.”

13

CHEERS TO

100 Years

A CENTENNIAL
CELEBRATION
CALLS FOR SWEET SPARKLING



ROSA REGALE



CAMPAGNA FINANZIATA ACCORDO TO EU REG. NO. 2021/2115



© 2023 Banfi Products Corp. Melville, NY

100
YEARS

The
GIANT™
Company

Our Growth
Operations

The GIANT Company's Regional Directors: Strong Collaboration Between Stores And Regional Operations Is Key

Ensuring a strong collaboration between the stores and the regional operations team at The GIANT Company is the primary responsibility of the retailer's regional directors. To learn a little more about this collaboration, we spoke with Amy Solomon, regional director for 16 stores in western Pa. (including State College, Altoona, Dubois, Williamsport, Selinsgrove, Lewisburg) and Rich Smith, regional director for 19 stores in Lancaster and York counties.



In my mind people are at the heartbeat of what we do, and we truly have the most talented and hardworking team... Watching people grow in the company brings me the most satisfaction, especially if I may have had just a small part in their growth."

Amy Solomon

Both Solomon and Smith, like so many on The GIANT Company team, got their start working at the store level. Solomon joined the retailer in 1992, directly after high school, and worked her way through college. After earning a degree in business management, she got the opportunity to take a position as a salaried manager, eventually transitioning to assistant store manager. Several years later she moved up to store manager. After taking a few years away from the company, she re-joined the team as a store manager, then as a center store manager and now as a regional director.

Smith's story is much the same. His career began 36 years ago when he started as a service clerk, collecting carts. "I quickly fell in love with the retail business," he said, "and was able to progress up through the part-time ranks from cashier into our service desk."

After graduation he had the opportunity to take on a department manager role as a store accountant. For many years, he worked in customer-facing positions before having the opportunity to move up to salaried management. Eventually, he was promoted to store manager at "the ripe of old age of 26," he said.

During his 20 years as store manager, Smith said, "I just loved every minute of it. The totality of being a store manager, engaging with the team, our customers, and our communities is to this day one of the best positions I've had the opportunity to do."



Smith made a change at the end of those 20 years by entering a training event on category management. That led to a stint as a center store manager before moving into his current position.

Today, Solomon and Smith partner with the regional operations managers for their divisions to ensure all the merchandising plans have been developed and executed in their stores. Smith explained it this way: "In our current role, our primary responsibilities are to deliver on key performance indicators, basically the financials of the business. We build and lead great teams, understand the competitive landscape, collaborate with our merchandising teams for strategy execution, and deliver on remarkable customer service to both our team members and our customers."

Solomon agreed, adding, "Being a regional director allows me the ability to engage with a variety of team members throughout the brand. It's our responsibility to make sure all regional or brand initiatives are executed. We roll-out the programs to our region and are a support for the stores, helping to ensure each program and initiative is successful."

Another thing Solomon and Smith agreed on is the satisfac-

Fresh Focus

sales & marketing

Experts in Fresh Food

Fresh Focus Sales & Marketing

And our exceptional trade partners extend warm congratulations to



on their milestone 100th anniversary.

Wishing you continued success in the years ahead!



Fresh Focus Sales & Marketing is an independently owned and operated sales and marketing agency specializing in deli, bakery, prepared foods and packaging solutions.

Retail • Convenience • Food Service • Clubs • Packaging

Lancaster, PA 17601 • WWW.FRESHFOCUSSALES.COM

100
YEARS

The
GIANT™
Company

Our Growth
Operations

tion they get from being active in the community through a variety of localized corporate social responsibility initiatives. Said Smith, “One of the things that is near and dear to us is really being active within the community. My region is proud that we have a significant number of store team members who volunteer their time, whether it’s with local food banks or at a recent event with the Lancaster Women of Achievement. So far this year, my region’s team members have volunteered more than 3,700 hours. And we’re proud of that. We’re number one in the Mid-Atlantic division and we’re number two in the brand with volunteerism. There’s a certain amount of pride that exists within the teams and the stores.”

Solomon is rightly proud of the volunteerism in her region as well. “We do donate a lot of our time and energy to local organizations. One such organization we support and volunteer a lot with is Camp Victory, a camp for people with disabilities. We also do work with local food banks, especially during September’s Hunger Action Month. One significant difference between us and our competitors is certainly the volunteerism opportunities we have throughout our region and brand wide.”

As regional directors, Solomon and Smith interact with store managers, department managers and the rest of the store teams on a daily basis so they are aware of

the importance of people factoring into a store’s success.

Solomon explained: “In my mind people are at the heartbeat of what we do, and we truly have the most talented and hard-working team members in the business. When we mentor, teach, coach, and train our talent, it only leads to future success. When you recognize a team member that has the drive to learn, you need to embrace and challenge them daily to keep them engaged, which obviously will enhance your bench strength and continue to grow your team in the process. Watching people grow in the company brings me the most satisfaction, especially if I may have had just a small part in their growth.”

Smith added, “Our company is a people business. It’s all about engaging with our team members and helping them develop their careers and also thanking them for jobs well done. It’s vital to listen to their feedback, because a lot of times they might not, or we might not, see some things that could be opportunities or obstacles for them to do a job well done. I love that part of our engagement.”

He continued, “Our team members are the lifeblood of the organization. They execute our strategic merchandising programs, they help keep our stores clean, they provide quality food that is safe, and they deliver outstanding customer service. Our team members’ work ethic and enthusiasm to do a job well done shines within each of our stores. Really, it’s an awesome part of the job. And like Amy, one of the best moments of being a leader within the organization is watching the careers of our team members as they grow to their potential. Seeing people start as part-time and end up running our stores is really a great story to tell.”



In our current role, our primary responsibilities are to deliver on key performance indicators, basically the financials of the business. We build and lead great teams, understand the competitive landscape, collaborate with our merchandising teams for strategy execution, and deliver on remarkable customer service to both our team members and our customers.’

Rich Smith





CHERRERS
to
100 Years!!



mvfruit.com

100
YEARS

The
GIANT[™]
Company

*Our Growth
Store Footprint/Design*

The GIANT Company's Store Development Plan Thrives On Innovation, Local Flexibility

Beginning his career as a location analyst in The GIANT Company's real estate department provided a foundation for Joe Lacagnina that has helped grow the 21-year veteran's successful career path. Currently, the regional chain's director of store format and brand integrity, Lacagnina is responsible for the development of The GIANT Company's store remodeling program and the deployment of special projects (which includes the addition of fixtures and equipment in the stores). Lacagnina also oversees décor and store signage to ensure the look of a remodeled store creates a positive customer experience.

"This is a collaborative process among the GIANT team," said

Lacagnina. "We work very closely with all the merchants as we're trying to help them sell their products in our stores, and always with the customer in mind. We are constantly asking ourselves, 'Does the format work? Does the store flow work? Are we getting the services out there in a way that is easy for the customer to shop?' As we design today's new stores and remodels, we look at the flow of the store, how the product is presented and the types of fixtures and equipment the merchants need."

The GIANT Company, like most supermarket retailers, is currently prioritizing the remodeling of its existing store base but has also maintained an aggressive new store program.



Those decisions usually revolve around the particular community that we are serving. Right now, the new store sizes we are opening range from 50,000 to 66,000 total square feet. We have learned over the years that those sizes really give us the ability to offer all of the features and amenities we need to service that community without compromising any one department. So, that is really the sweet spot right now.'

Joe Lacagnina



CELEBRATE THE HOLIDAYS WITH Sabra.



YOUR **SNACKS** WANNA **SNACK** ON

Sabra.

©2023 Sabra Dipping Co., LLC

100
YEARS

The
GIANT[™]
Company

*Our Growth
Store Footprint/Design*



The company noted that although there are many proprietary data points that are analyzed to evaluate potential new store locations, there are basic foundational aspects in real estate development necessary to provide the best opportunity for success. “Any site must have both convenient and safe ingress/egress for our customers along with an adequate number of total parking spaces available for the most demanding days of the year,” said Lacagnina.

And of course, considering the immense capital investment, all locations require adequate sales potential, which will naturally vary with each community. Each of those aspects can look slightly different in urban, suburban and rural communities, but those foundational elements are keys to the success of any long-term new store growth strategy.

Over the years, The GIANT Company has shape-shifted the size of its conventional supermarkets. “Those decisions usually revolve around the particular community that we are serving,” Lacagnina explained. “Right now, the new store sizes we are opening range from 50,000 to 66,000 total square feet. We have learned over the years that those sizes really give us the ability to offer all of the features and amenities we need to service that community without compromising any one department. So, that is really the sweet spot right now.”

The one exception to its traditional store base has been the company’s GIANT Heirloom Market prototype, which debuted in Center City Philadelphia in 2019. The four Heirloom stores in operation range in size from 9,500 to 32,000 square feet and offer a differentiated look from all other GIANT and MARTIN’S stores.

“Designing the GIANT Heirloom Markets and executing a game plan we believed shoppers would support was certainly a challenge. The whole concept was radically different than

the traditional grocery stores we had opened for decades. So, it was important we adopted a different mindset. We really had to think about who our customer is in that urban setting. We obviously couldn’t place a 50,000 square foot store down in a local Philadelphia neighborhood. Ultimately, we asked ourselves ‘what space are we able to operate in and how do we really key into that customer base? What services and departments do we really need to put into that footprint?’” said Lacagnina.

“I also believe the focus on GIANT Heirloom Market is a great example of how The GIANT Company is always innovating. When you think about the growth of the company, it is not just the growth of an Heirloom or the growth of a 100,000 square foot store - it is where else can we be innovative to develop a new format that fits a particular community.”

Lacagnina is also very proud of his team which consists of Sean McConnell, manager of store format; Pete Conklin, design manager; Kim Taylor, manager of brand integrity; Jorie Shope, format project specialist; Ashlee Kelly, sign execution coordinator; LeAnne Torchia, sign specialist; Tim Higgins and Bill Austin, format specialists.

“We have a small group. They each have their specialties and responsibilities, but I’ll tell you the secret success we have is we really just value each other’s opinions. We support each other and provide feedback to each other all of the time, and we learn from each other. At no time do we let rank get in the way of everyone having a voice at the table,” Lacagnina asserted. “Quite honestly, I think that is a unique sort of work environment in today’s world. I work hard to maintain that. It keeps us motivated, proud to work for the company and it helps us enjoy our jobs. That is the type of environment we create, and we hope it resonates and empowers us as we move forward.”



JP Food Sales

HAPPY 100TH BIRTHDAY
TO THE GIANT COMPANY



715 Twining Road Suite #112, Dresher PA 19025 | 215-576-8110

100
YEARS

The
GIANT™
Company

Our Growth
Store Footprint/Design

Successful Strategic Planning Requires Putting Customers' Needs Of Quality, Value, Convenience And Service First

Mark Salinger has worked within the Ahold Delhaize USA organization since 2014 and has held numerous positions involving data and analytics. The teams he has worked on have been responsible for managing market insights, vendor/merchant relationships, business performance and insights, and customer analytics. Currently, he serves as the strategic planning manager for The GIANT Company. In this position, he oversees several functions, including strategic project management, business performance, and competitive insights. At the end of the day, his team acts as a diplomatic arm to support all areas and functions of the company and assists them in achieving goals. Not all, but most of the work that comes to his team is positioned as “We

know what we want to do, but we don't know how to get there.” That is where they step in and help create a process, plan or strategy that will serve as guidance and governance to achieve the goal that was originally set out for.

As an omnichannel organization, The GIANT Company has a number of different banners - GIANT, MARTIN'S, GIANT Heirloom Market and GIANT Direct/MARTIN'S Direct, among them. We asked Salinger how the planning process takes this variety into account. “Our approach goes far deeper than the banner,” he explained. “We segment stores regardless of what banner they fall into via a store clustering methodology. This



We have to understand the customer first. We can do a lot of elaborate, fancy analysis and projects, create in-depth formulas, scrape secondary industry research providers, and purchase new tools to make us a sharp organization, but at the end of the day, we are a grocer. We are a grocer whose heritage commitments are centered on putting the customer and their needs of quality, value, convenience, and service first.

Mark Salinger





Constellation Brands

CONGRATULATIONS TO THE GIANT COMPANY ON YOUR 100TH ANNIVERSARY

HERE'S TO A FUTURE WORTH REACHING FOR.



Corona

CERVEZA
PACIFICO
CLARA

EST. 1876
SIMI



MEIOMI

CERVEZA
Modelo

WOODBIDGE

Vint
ROBERT MONDAVI
PRIVATE RESERVATION

CERVEZA
Victoria



SVEDKA
VODKA

RUFFINO
1877

Please enjoy our products responsibly. © 2024 Constellation Brands Inc., Victor, NY. | GNT-CBP24010

100
YEARS

The
GIANT™
Company

Our Growth Store Footprint/Design

profile approach looks at all the stores in The GIANT Company's fleet and buckets them into five store clusters. We leverage both internal and external data when building these clusters and take customer, sales, brand health, competitor, market, food service, and an array of other measures to create this informative lens."

This allows for a very strategic view of like stores that can be leveraged for both past, present, and future performance, explained Salinger. "Personally, my favorite utilization of this data is when my team gets to apply it to future, prospective spaces in our operating area. It can give us a forecast of what the customer could look like, what amenities could be successful, and what an overall profitable store could look like that best represents the customers' needs in that area."

Regardless of how much planning the company does or how many strategies it develops, at the end of the day it comes down to selling the groceries people need. "We have to understand the customer first," explained Salinger. "We can do a lot of elaborate, fancy analysis and projects, create in-depth formulas, scrape secondary industry research providers, and purchase new tools to make us a sharp organization, but at the end of the day, we are a grocer. We are a grocer whose heritage commitments are centered on putting the customer and their needs of quality, value, convenience, and service first. The customers' needs are always changing, but these are the table stakes that we constantly need to re-center ourselves on and remember who we are. We are here

to provide for the customer; they are central to our purpose of connecting families for a better future."

In addition to the different nuances of the various banners, successful strategic planning must consider factors such as the different types of competitors in the market and the varying demographics of the many geographies where The GIANT Company operates stores. "This is where we leverage the agile tools and insights we have at hand. Not all our stores are cut from the same cloth in the sense that you cannot walk into one GIANT or MARTIN'S and expect it to look the same," said Salinger. "That makes us unique, but it also makes us vulnerable to competitive intrusions. From a competitive standpoint, we have taken the time to create an extensive competitive strategy that leverages communication, inclusiveness across organization levels, deeper measurement from a financial and loyalty marketing perspective, and acts as a sole source point so everyone in our brand has access to the same competitive intel.

"Leveraging our partnerships is also a significant help here. Just like our stores, our customers are not all cut from the same cloth. That is where we lean on our demographic insights, which is a function we brought in-house to support our work and inclusivity by identifying ethnicities and customer cultural preferences, as well forecasted population trends for the future. For example, this has really helped us expand our global flavor offerings, catering to unique needs of each community we serve."





Kellanova congratulates
THE GIANT COMPANY
on its **100th** year
anniversary

GIANT
MARTIN'S

© 2023 Kellanova

100
YEARS

The
GIANT™
Company

Our Growth
Ecommerce

Sean Michael: Keeping Things Running Smoothly In Fast Pace Of Ecommerce Wareroom

Sean Michael has been with The GIANT Company for 26 years, starting his first job as a cashier at GIANT in Leola, Pa. when he turned 16. He has grown through numerous roles throughout his career, including checkout coach and store accountant, and he has served in all the salaried manager roles including the special project team, where he was a part of many crucial initiatives that are still in place.



“

We continue to grow because most people today are time starved, and we want to give that time back for the things that matter most. GIANT Direct solves that need by picking orders and delivering them to the customers, or having the customer stop and pick up the order through click-and-collect in our stores. Busy families see this as a convenience...and that's partially why we continue to grow. It also demonstrates The GIANT Company's purpose of connecting families for a better future, allowing families to get back to what's important to them.”

Sean Michael

He's currently the ecommerce facility manager of The GIANT Company's GIANT Direct ecommerce wareroom in Lancaster, Pa. where his responsibilities include maintaining a clean and efficient facility as well as making sure customers receive their orders on time and that those orders are fresh and accurate as the company continues to grow online sales and orders. He manages 150 team members which includes order selectors, drivers, stockers, and fresh stockers.

In this position, Michael has had a front seat to the changes in ecommerce in the retail food industry, especially the surge when COVID-19 affected almost every facet of life. “Ecommerce saw triple digit growth starting in early 2020. With the pandemic, no one anticipated its rapid, overnight growth. Initially, it was challenging to manage the number of orders we were doing with the staff we had. For an immediate answer, we partnered with a local staffing agency to bring selectors in to help with the increased demand. As a leader

in our facility, it was important to maintain and build morale to handle the extra demand. We also looked ahead and tried to determine what the future demand looked like and hire based on the demands. In some cases, we were also able to cross train selectors to be drivers so we could better meet the day to day needs of ourselves and our customers.”

Looking ahead, Michael believes the segment may flatten off compared to the past three years. “Ecommerce continues to grow, but not at the same rates as previous years,” he explained. “We continue to grow because most people today are time starved, and we want to give that time back for the things that matter most. GIANT Direct solves that need by picking orders and delivering them to customers, or having the customer stop and pick up the order through click-and-collect in our stores. Busy families see this as a convenience – it's one less thing they must add to their day – and that's partially why we continue to grow. It also demonstrates The GIANT Company's purpose of connecting families for a better future, allowing families to get back to what's important to them.”

The success that The GIANT Company has enjoyed in ecommerce has been fueled by its continued investment in the sector. “We saw a lot of investments over the past couple years within ecommerce, especially as ecommerce and the way people shop is ever-changing,” Michael told us. “Customers want the option of having groceries sooner, and we have adapted and changed our model to accommodate those needs. We invested in Sprinter vans to get orders to customers more quickly. We have also updated some of the systems in the store to eliminate waste. And we are always looking at ways to make the business better to meet ever changing customer needs.”



best wishes to

G The **GIANT** Company



© 2023 Mars or Affiliates.

100
YEARS

The
GIANT
Company

*Our Growth
PDC/Supply Chain*

Perishable Distribution Center Teams Works Seamlessly To Ensure Stores Fulfill Customers' Needs Every Day

Morgan Shreiber, The GIANT Company's perishable distribution center director, has been with the retailer for 40 years. In his current position, with a team of approximately 750 team members, he oversees the campus of the company's perishable distribution center.



The perishable DC receives produce, deli, seafood, and a small amount of bakery and floral. It also manages a limited number of grocery items as well as a full assortment of dairy and wine. The facility, which operates 24 hours a day, seven days a week on the receiving side, also crossdocks GM and HBC. Each night, a full team selects the items received during the day, replenishes slots overnight, and loads all the trailers so the company's drivers can take the trailers to stores daily.

Also under Shreiber's watch is the qual-

ity assurance team, which is tasked with ensuring a safe operation, as well as the transportation team, which includes a full set of drivers to deliver to the stores. Additionally, a full mechanic shop is on campus to serve the retailer's trailers. The perishable distribution center also has a full recycling center which handles all the cardboard, plastic, plastic totes, pallets and other items that come back from the stores and a full maintenance team.

"The PDC team is the last link in getting products to the stores after the merchandising plans have been established and products have been received." As Shreiber describes it: "We work with many areas of the business to assure the stores are serviced. It's not just the merchandising area that starts bringing in new items or gets the products into the building. It's a collaborative effort between the merchandising department, inventory control, vendor partners, and a slew of different behind-the-scenes teams, that ensure new items are set up and ready for us to receive. It also involves a constant flow of communication going back and forth between those teams."

“

The PDC team is the last link in getting products to the stores after the merchandising plans have been established and products have been received. We work with many areas of the business to assure the stores are serviced....It's a collaborative effort between the merchandising department, inventory control, vendor partners, and a slew of different behind-the-scenes teams, that ensure new items are set up and ready for us to receive.'

Morgan Shreiber





Proudly
Salutes



The
GIANT[™]
Company

as you
celebrate
100 years
of success!

FROM THE FARM TO YOUR SHELF
EL SOL DELIVERS

"WHERE QUALITY DOESN'T COST, IT PAYS".

100
YEARS

The
GIANT
Company

*Our Growth
PDC/Supply Chain*

In the supermarket business, new products are constantly being introduced, and it's essential the team works seamlessly to get new items to store shelves. "New items are set up almost daily, so we must ensure those items reach our building so they can then reach our stores. When the merchants tell us, 'It's coming on this day,' we make sure it's received, slotted and ready to go out. New items usually arrive within a few days. However, some new items are in that day and out that night. In those cases, the items are only in our building for a couple of hours."

Making sure this process is seamless requires good communication said Shreiber, "There's always a follow-up. We work with the buyers and teams once those products start shipping. That way, if some stores, for some reason, have not received those new products, the buyers and their team collaborate with us, and we can force distribute them out to make sure our stores ultimately get them. Again, our customers are constantly looking for new items, and we're the last link to get those products to the stores."

Considering the impact of COVID on the supply chain, Shreiber said things are not back to pre-pandemic levels, but there has been much improvement. "The supply chain is certainly not at the level it was pre-pandemic yet, although we've made many adjustments to maintain our stores and most importantly serve our customers whether they're in our stores or shopping online," he explained. "The learnings I've had since coming into this role have been you have to be willing to make changes much quicker than you might have before the pandemic. Those changes include a variety of things, from the way we ship to the way we receive to meeting our vendor and store needs and, most importantly, what our customers are asking for."

He continued: "And I would say through the beginning and the height of the COVID timeframe, we also went to self-distribution. This process has allowed us to become more dynamic in our decision making and gives us additional control. One other note is during the most challenging times through COVID, we learned quickly how to bring in other product assortment. Pre-pandemic there was a process that took a little longer. During the height of COVID - and even now - we can get items much quicker. The faster we can get them in, the faster we can get them out and into our stores for our customers."

Making things run smoothly in the distribution realm requires a strong partnership with the vendor community. So, we asked Shreiber if he had a message to share with The GIANT Company's vendor partners. He said, "We always appreciate what our vendor partners do for us. They're always there and they truly want to build partnerships with us. In working with



them in my merchandising roles, they had the same goals The GIANT Company has and that's always keeping the customer first. Hopefully we'll always have that mentality, so 100 years from now, The GIANT Company could be celebrating its 200th anniversary."

Happy 100th anniversary

GIANT[®]



100
YEARS

The
GIANT™
Company

Our Growth
PDC/Supply Chain

Lance Bonner Works To Keep Product Moving Smoothly From Distribution Center To Shelf

Lance Bonner, transportation operations manager, has been with The GIANT Company for more than 16 years. He started as a selector at the Perishable Distribution Center and worked his way up through multiple leadership roles on the shipping, receiving, and transportation teams. In his current post, he works with the company's drivers daily, coordinating schedules, working through projects, preparing for holidays, and mitigating challenges during weather events.



“

We are really proud of our driver retention rates, especially since we operate in a highly competitive area. Recognizing the competitive landscape we face, we try our best to appreciate and engage with our drivers, embracing our company culture and creating a meaningful place to work.”

Lance Bonner

Transportation is a very important part of the retailer's ability to serve its customers every day. Bonner told us that making transportation run effectively requires top notch talent, and one of the challenges in today's transportation field is finding drivers with experience and a clean driving record. “Typically, experienced drivers have been with their employer for an extended period, and it can be challenging to have someone switch to a new company,” Bonner explained. “Adding a retention and referral bonus has helped us become more attractive. Additionally, referrals have been proven to be our best chance of attracting strong candidates due to their understanding of what our expectations are.”

Also important to smooth transportation is keeping qualified team members once they are on the team, said Bonner. “We are really proud of our driver retention rates, especially since we operate in a highly competitive area. Recognizing the competitive landscape we face, we try our best to appreciate and engage with our drivers, embracing our company culture and creating a meaningful place to work.”

Even before COVID's impact on transportation and the supply chain, companies faced a nationwide truck driver shortage. We asked Bonner if the situation had improved and how the company adapted to the the subsequent supply chain disruptions

He told us: “In 2021 and 2022, we reevaluated our driver requirements to help ensure we could attract and retain the talent we needed to maintain operations. This included hiring drivers right out of school or those looking to switch careers, and providing the training needed to succeed. Over the last year, the pool of driver applicants has improved, and we are once again able to pull from a range of qualified candidates, including those with experience. Currently, our staffing is at a much more acceptable level, allowing us to better service the stores in a timely manner.”

Recently, parent company Ahold Delhaize USA completed the full integration of its self-distribution network. The GIANT Company was ahead of the rest of the organization on that curve, although a bit of tweaking to their system was done during the overall process. “From the transportation perspective, The GIANT Company's operations that were in place before the self-distribution integration have not changed. We've always been extremely efficient in our operating practices. Most of the changes impacted the accounting side of backhaul revenue and increased our visibility to where further improvements can be made.”



CONGRATULATIONS TO OUR
FRIENDS & PARTNERS AT



Cheers TO 100 YEARS



WWW.WISHFARMS.COM

100
YEARS

The
GIANT
Company

*Our Growth
Commercial*

Staying Ahead Of Curve In GM/HBC Innovations And Trends Helps Keep Retailer's Stores Competitive



We rely on our close partnerships with our vendor community so we can act quickly to get trendy items to stores, or so that when something new comes out, they think about the ease and strength of their partnership with The GIANT Company and its merchandising teams. And we are agile and willing to think outside the box to create special displays or programs to bring these trends to life.

Kerri Quigley

Kerri Quigley has been with The GIANT Company for seven years. She currently serves as category manager for health and beauty care where she is responsible for a team of analysts and administrative support to develop and maintain assortment decisions, pricing, promotions, and special programs within the health and beauty categories. She also partners with store operations teams to bring these programs to life for the retailer's customers.

Competition for shoppers' dollars comes from a vast array of operators beyond the supermarket category which means customers can now buy many of their groceries from drug chains, convenience stores, mass merchandisers and a plethora of specialty retailers and online outlets. We asked Quigley to talk about how she and her team ensure that The GIANT Company's stores have the right mix of health and beauty care products to keep customers shopping with them, whether it's in-store or online. "We always ensure we have the core items of any category assortment while also striving to showcase as many innovative, new products as we can from our supplier partners. We also like to find local, new or specialty items to add to our assortment to

create unique, meaningful offerings that make us different and more experiential than our competitors." She continued: "Our ecommerce business at The GIANT Company continues to be an area in which we engage customers, and we are always trying new and creative ways to encourage our customers that already shop online to take advantage of great deals and offerings," she said. "From our online-only special pricing to regimen driving bundles, we are nimble to ensure we are meeting our customers' needs and simplifying their shopping, no matter where, when, or how they shop."

Change is something that affects all grocery categories, including health and beauty care, so it's important for Quigley and her team to

ensure they have the right sets and programs to draw customers. "We are always looking at category innovations and trends to ensure we are staying relevant to our shoppers' needs. Whether it's variety of sizes, brands, scents or price points, we want to appeal to a broad range of customers. In specific markets where we know the shoppers are looking for more value or more premium products, we will adjust the product assortment to meet those regional needs. We also want to focus on specific shopping needs, like a parent shopping for their children, and create a special destination to highlight all kids' products in one place to create a simplified shopping experience."

Having such a strong ecommerce platform gives the health and beauty care team a chance to offer more to its customers who prefer to shop online. "Ecommerce is a fun platform for us to try new things and offer value and education that we cannot provide in stores. We love to partner with our suppliers, private brand team, and marketing teams to create seasonally relevant or themed shopping occasions. Our goal is to highlight the items or needs and strive to get one more item in the basket."

Quigley knows that The GIANT Company needs to have strong partners in every category. "We rely on our close partnerships with our vendor community so we can act quickly to get trendy items to stores, or so that when something new comes out, they think about the ease and strength of their partnership with The GIANT Company and its merchandising teams. And we are agile and willing to think outside the box to create special displays or programs to bring these trends to life."





Celebrating
37
 Years!

Innovations in Fresh Cut & Produce



**Congratulations to The GIANT Company
 on 100 Successful Years!**

LANCASTER

Best Quality, Fastest Service

Serving the Eastern Seaboard Region

- Full-line Conventional & Organic Produce
- Full-line Specialty/Ethnic Produce
- Conventional & Organic Fresh Cut
- Forward Distribution
- Private Label
- Full-line Salad Processor
- Locally Grown
- Deliveries 7 Days a Week

410.799.0010 • www.lancasterfoods.com

7700 Conowingo Avenue P.O. Box 1158, Jessup, MD 20794

100
YEARS

The
GIANT[™]
Company

*Our Growth
Commercial*

The GIANT Company's Signature 'Made/Baked In Store,' Local Products Help Customers Discover New Favorites

Brian Lorenz has been with The GIANT Company for nine years, and currently serves as the VP of omnichannel merchandising, after recently being promoted from the position of category director of deli and bakery. In his new position, he is responsible for overseeing product and program development, promotional and pricing strategies, procurement and P&L management as well as team development.



We are very proud of our signature, 'made/baked in store' items that a lot of our competitors bring in frozen...We offer new, innovative 'limited time offer' discovery items as well as enhanced seasonal offerings that would complete any customer's holiday needs. We also support our local vendors and bring our customers all their favorite hometown items.'

Brian Lorenz

Lorenz and his team work daily to ensure that the retailer's bakeries are filled with a large variety of high-quality products. "We are very proud of our signature, 'made/baked in store' items that a lot of our competitors bring in frozen. We have highly skilled cake decorators that still hand decorate all our custom ordered cakes to really add that special touch to any occasion. We offer new, innovative 'limited time offer' discovery items as well as enhanced seasonal offerings that would complete any customer's holiday needs. We also support our local vendors and bring our customers all their favorite hometown items."

Today's shoppers bring a wide variety of wants and needs with them when

they shop in the bakery, which Lorenz and his team keep in mind as they make their bakery plans. "We have a standard core base assortment that goes into all stores which includes gluten free, organic, low sugar, and vegan items," explained Lorenz. "We further build upon the assortment by doing demographic research of the area in which we are serving. We will then flex assortment based on key attributes and ethnicities to ensure we are delivering the best customer experience to match specific needs and wants of a particular area."

As an omnichannel retailer with stores in four states, The GIANT Company's customers cross an array of geographies and demographics. Creating a product mix that will meet as many needs as possible is part of the team's daily challenge. "Some of the markets we serve are becoming so vastly diverse and it's hard to carry everything everyone wants," said Lorenz, "With that in mind, we focus on the 'need to have' verses the 'nice to have' items, as space is always a factor."

Lorenz knows that being successful in a service-oriented department like bakery requires top notch talent. "We look for team members that fit within our core values and are engaging, innovative, customer-focused, and take pride in what they do. We find team members like this from both within and outside the company. We conduct regular training for both new and existing team members to ensure we maintain a skill level, which enables us to deliver an excellent customer experience."





Flowers

F O O D S

Saluting The GIANT Company
As You Celebrate Your 100th Anniversary
And Best Wishes For Many More!



100
YEARS

The
GIANT[™]
Company

Our Growth
Commercial

The GIANT Company's Global Flavors Initiative Serves Many Communities' Diverse Lifestyles

Darla Rieg, The GIANT Company's director of category management, has been with the retailer since 2011. In her current post, she leads a team that is responsible for the snacking, beverage, global flavors, beer and wine categories.



The global flavors team works across the organization, as we make sure families can find the items they are looking for. We source seasonal products for many customer needs, including holidays and celebrations, to help families celebrate, no matter the occasion. We understand our customers are looking to save time and money, and the global flavors team works diligently to provide customers what they are looking for whatever that may be for each family."

Darla Rieg

families, especially with respect to different cultures, religions and lifestyles, and Rieg and her team play a big role in helping fulfill that promise. "The global flavors team works across the

We spoke with Rieg about the company's global flavors initiative in particular. "There has always been a need to service our communities by providing the items customers are looking for to feed their families. However, we have seen an increase in flavor exploration from a large portion of our consumers who are looking to change routine and try new foods more than they ever had before. We provide meal solutions and recipes online for inspiration."

We asked Rieg how she and her team stay abreast of the trends in the category and the options available in global flavors and how they make sure their stores are meeting customers' expectations in the category. "Many resources are used to keep a pulse on changes within global flavors," she explained. "We are constantly studying our changing communities and customer base. It is important that we service the communities in an authentic way by providing the foods they need. We listen closely to our store teams, as they are closest to customer requests and changes within the communities. Our team members are also great resources, as they share with us what type of assortment they would like in our stores and items they are looking for to strengthen the customer experience."

The GIANT Company places a strong emphasis on its promise to help customers find foods that meet the needs of their



organization, as we make sure families can find the items they are looking for. We source seasonal products for many customer needs and to help families celebrate, no matter the occasion. We understand our customers are looking to save time and money, and the global flavors team works diligently to provide them with what they are specifically looking for," she told us.

Cozy Up to Deliciousness



Unless noted to the contrary, all trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland. ©2023 Sanpellegrino S.p.A. CALIFORNIA PIZZA KITCHEN® is a trademark owned and licensed by CPK Management Company.

100
YEARS

The
GIANT™
Company

Our Growth
Brand Strategy/Loyalty

Brand Loyalty, Strategy Team Works Together To Help Make Customers' Lives Healthier, Easier

The GIANT Company has a very strong brand image with high levels of customer loyalty in the communities it serves. A few of the individuals leading these efforts include Joanna Crishock, vice president, marketing and commercial planning, Kim Mack, director of brand and regional marketing, and Kim Biertempfel, director of loyalty and channel marketing.

Crishock has been with The GIANT Company for 13 years.

Prior to moving into her current role, she served as a brand manager for the retailer with a focus on consumer insights, data analytics, strategy, and innovation. Now, she is responsible for pricing, profitability and wellbeing, in addition to the normal functions of marketing and commercial planning.

Mack started with the company eight years ago in consumer insights before transitioning to digital media and then into brand marketing. Her primary responsibilities revolve around brand strategy and planning, which encompasses the retailer's commercial and non-commercial priorities. She also works through competitive and targeted marketing and is responsible for The GIANT Company's marketing sponsorships and partnerships.

Biertempfel joined the retailer seven years ago in marketing and served in various roles in brand management, ecommerce and digital media before moving into her current role. She leads The GIANT Company's marketing channels, which includes everything from channel strategy for social media to traditional media, out of home email, and any owned channels. "We really

focus on a wide variety of channels and the ways that we talk to our customers," she explained. "I also oversee customer loyalty, which is everything from the health and wealth of the customer as well as our loyalty program, CHOICE Rewards, which is a core component of the way we go to market."

Crishock added, "We refreshed our brand in 2020 at our annual business meeting, affirming that our purpose as a brand is to connect families for a better future. Underneath that, how our brand narrative comes to life and the voice of our brand is really The GIANT Company 'For Today's Table,' which is the notion that we have an opportunity to connect families around

meals because families who have meals together are healthier and stronger. One of our main objectives is to focus on the family unit – no matter what that family looks like – and the role we play in their lives to strengthen them for the future. Based off our brand strategy 'For Today's Table,' we have made commitments to our customers to continually optimize and be relevant for what they need today. That's why 'For Today's Table' is so unique; it's evergreen and evolves with our customers."

Part of The GIANT Company's brand is their commitment to their customers to inspire fresh ideas as well as to simplify the shopping experience. Says Crishock: "We look at things through the lens of, 'Does this help make their life easier? Does this take the burden away from them? Is it simplifying things to inspire fresh ideas?'" To ensure shoppers are inspired and enjoy a simplified shopping experience, The GIANT Company's brand and loyalty team works hard to be sure they bring shoppers new



We look at things through the lens of, 'Does this help make their life easier? Does this take the burden away from them? Is it simplifying things to inspire fresh ideas?'

Joanna Crishock



Congratulations
GIANT[®]



100 YEAR

ANNIVERSARY

Your friends at

HAPCO  **FARMS**

100
YEARS

The
GIANT
Company

*Our Growth
Brand Strategy/Loyalty*

products to try, new meal inspirations, new recipes, and other ideas.

“Our final commitment is to create healthier communities,” said Crishock. “And this is really where wellbeing comes into play. Our goal is to make real life wellbeing easier. You’ll notice the consistent theme of simplification and ease, that’s very important to our customer. In almost everything that we do, we continually try to refine on that note of ease and simplicity to also drive health and wellbeing.”

Biertempfel added the company’s focus on family is another important part of its brand. “From a brand standpoint, we talk about families every day, and family doesn’t just mean mom, dad, kids. Whether it’s community, church, friends – or whatever family looks like to you – that is what we tie in ‘For Today’s Table’. It’s about the connection with the people around you. We also recognize people’s tables shift day to day depending on what they have going on in their lives. We are their trusted solution, which is why the today’s part of ‘For Today’s Table’ recognizes that regardless of your table that day, we are there to provide support.”

Helping to get the brand message out to customers is the company’s CHOICE Rewards app, which Mack said encompasses many of the retailer’s loyalty components. “The app lets the customer interact with our rewards program as well as digital cou-

pons and other ways to save. The great thing about our app is that it’s a full ecommerce experience. You can use GIANT Direct for ecommerce shopping through the app, which is available both through pickup and delivery. The app is another way we are trying to make it seamless for customers to save no matter how they’re choosing to shop with us, whether in-store, online, or a combination.”

“Loyalty is very important to us,” said Biertempfel. “We absolutely try to have a customer-first mindset and our customers truly love our loyalty program. Within our trade area, Dunnhumby reported customers have voted GIANT CHOICE Rewards the number one loyalty program for saving money. That’s something that we’re really proud of. Not only do we feel good about this program, but our customers recognize it and see that it’s delivering them the value that they need.”

She continued: “In making sure that loyalty remains strong, a core component of the rewards program is personalized rewards. We offer a ton of personalized offers so customers can earn re-



From a brand standpoint, we talk about families every day, and family doesn’t just mean mom, dad, kids. Whether it’s community, church, friends – or whatever family looks like to you – that is what we tie in ‘For Today’s Table’. It’s about the connection with the people around you. We are their trusted solution, which is why the today’s part of ‘For Today’s Table’ recognizes that regardless of your table that day, we are there to provide support.’

Kim Biertempfel





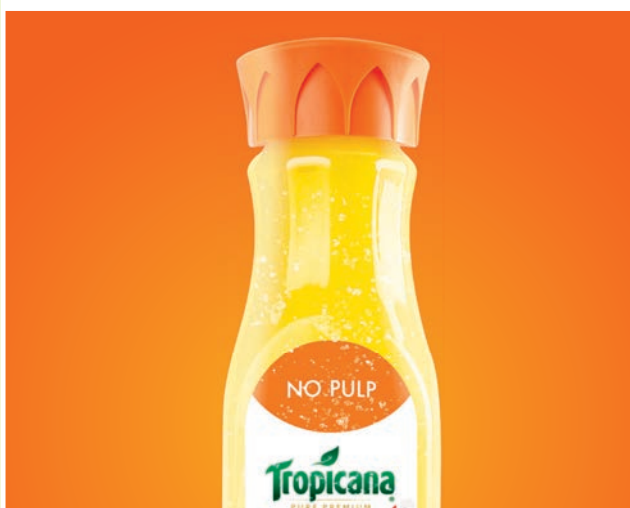
PEPSICO

**Partnering
for growth while
delighting shoppers.**

That's our commitment to you:
To build your business with
the brands, tools, and
brainpower of PepsiCo.

PepsiCo is a proud partner of
The GIANT Company and we salute you
for 100 years of fresh thinking.

©2022 PepsiCo, Inc. All Rights Reserved. This ad contains
valuable trademarks owned and used by PepsiCo, Inc. and
its subsidiaries and affiliates to distinguish products and
services of outstanding quality.



100
YEARS

The
GIANT™
Company

Our Growth
Brand Strategy/Loyalty

wards for things that matter to them. It's not just a combination of various offers. Through the personalization built into the app, each customer has a different offer gallery based on their own personal shopping behavior. In addition to personalization, you can also flexibly use the rewards for things like gas or dollars off at the checkout. We also offer promotions where you can burn your points for a free product or other special offers. The combination of all those different personalized levers of the program is something that is unique to us as well as something that customers love seeing from us."



Without the support of our vendor partners and our customers, we wouldn't have what we have. Our customers could shop anywhere, but they continue to choose us because we're that trusted partner for them. But we could not do it without our vendor partners and all that they've done to support us, too.'

Kim Mack

For The GIANT Company's 100th anniversary, the team in the marketing, branding and loyalty arena has been instrumental in the messaging around the important milestone event. Crishock added, "GIANT is certainly a staple brand in people's lives, and we developed an extensive plan that's outward and customer-facing. When we're in the communities, we hear customers talking about "my GIANT" or "my store," and we hear about connections with the store and stories of moments with families. We also know there's a lot of nostalgia around our brand; our customers have grown up with it which is why when we're talking about our 100th, they're celebrating with us, and we're celebrating with them by giving back to them."

The company is also celebrating its 100th anniversary with its team members. At this year's annual business meeting, which is usually an update on the state of the busi-

ness and a look ahead to the coming year, the company opted to celebrate its anniversary with a team-centric day of development and community service. Explains Crishock: "This year we decided to celebrate our team members and their tenure with us. In some cases, we have team members who have been with us for 50-plus years, so more than half of our life as a brand they've been along with for the ride. Our leadership community also spent time in stores around our anniversary date, taking time to connect and thank you."

She continued: "Our team was proud to help design a new and cool looking t-shirt for team members that I'd say is probably one of their most favorite elements of the 100th. We let them vote on the design at our annual business meeting. We also held a family day and outing at Knoebel's Amusement Resort as another way to celebrate and give back to our team members."

The vendor partner community was also a critical part of the company's anniversary celebration and its legacy. Mack said, "Without the support of our vendor partners and our customers, we wouldn't have what we have. Our customers could shop anywhere, but they continue to choose us because we're that trusted partner for them. But we could not do it without our vendor partners and all that they've done to support us, too."

100
YEARS

D&H
Marketing Group

Proud partners with:

INNOVASIAN

BLOUNT
The Fresh

We connect your products to the right people,
in the right places, at the right time.

Congratulations to
The GIANT Company!



dhmarket.com

Contact D&H Marketing
today to find the difference
you're looking for.



Sends Best Wishes To



On Your 100th Anniversary!



göt2b[®]

Purex



Persil





G The
GIANT
Company

Congratulations
THE GIANT COMPANY
Celebrating your 100 year anniversary!

Your Friends at
POLAR

 **Bradshaw Home**

IS A PROUD
PARTNER OF

G The
GIANT[™]
Company

WE JUST REALLY LOVE HOUSEWARES.



CONGRATULATIONS **GIANT**

100 YEARS

BODYARMOR

POWERADE

© 2023 BA SPORTS NUTRITION, LLC. ALL RIGHTS RESERVED. © 2023 The Coca-Cola Company.



CONGRATULATIONS ON 100 YEARS!



GIANT MARTIN'S®

Congratulations on your 100th Anniversary



Springer Mountain Farms is a brand people trust. That trust has been built over time, through our dedication to animal welfare, the pride we take in our work every day, our commitment to using 100% U.S. grown corn and soybeans in our chicken feed, and the strides we take to reduce our environmental impact. We do it all so we can feed America Simply Superior Chicken™

www.SpringerMTN.com



Congratulations
on 100 years!

GIANT &
MARTIN'S

We value your continued partnership.



Keep pacs out of reach of children. ©2023 P&G



Available At:

GIANT & MARTIN'S



THE PREMIUM BRAND™

Congratulates
THE GIANT COMPANY
 ON THEIR
100 YEAR ANNIVERSARY!

www.BRIDGFORDFOODS.com

We are proud to support
The GIANT Company

Congratulations on your
 100-year milestone!

HARMELINMEDIA

More than forty years of
 transforming advertising.

More than forty years of
 supporting local businesses.

harmelin.com

100
YEARS

The
GIANT™
Company

Growing
Our People

Promise Of 'Growing Through New Opportunities' At Foundation Of The GIANT Company's Continued Success

Jennifer Heinzen-Krueger is The GIANT Company's vice president of team experience. She was named to the position in 2022, moving over from Ahold Delhaize where she had held a variety of positions in human resources. When she took her current position, it was a homecoming, as she had spent 10 years with GIANT before moving to the parent company.

After a long and diverse career with the organization, we asked Heinzen-Krueger to tell us how her experience

and versatility have contributed to her ability to foster quality experiences for the retailer's team members now. "I feel so lucky and fortunate. During my career, I've had mentors along the way who have helped me grow and I've had team members who have supported me in that journey. In terms of how that's helped shape me or helped me grow, I have a better appreciation for some of the circumstances people experience on a daily basis. I'm grateful I spent time working in our stores and have that point of reflection and context as to what that experience is like. I feel like it's helped to shape my perspectives as without that, I'd probably see things differently than I do now. The closer you get to something, the more real your impression can be."

She continued, "Looking back at the path that I've had, there's been a lot of diversity to it. I started out in operations, moved over to HR and went to international HR. I lived in another country. I worked for other brands. Looking at that, just the possibilities, I'm not sure everyone realizes what's under the hood when they think about The GIANT Company and the career possibilities. But the possibilities are so huge."

"I think having those experiences has helped me talk to others about what their career path could look like, but also just realizing that so many of our team members when they come into our company don't see this as a career path. That challenges our HR team to ask ourselves what we can do to help them to understand what the possibilities are. When we talk to some of our senior leaders, it's incredible to hear almost all of them talk about starting at a point when they just needed a job, a first job many times, and they never thought this would be their career path."

When we asked Heinzen-Krueger to describe a typical week,

she told us that she doesn't believe she's ever had a typical week. "I think maybe the one thing that is typical is that's nothing is typical. When I think about what weeks might look like on the whole, certainly many weeks are filled with what people might expect: projects, meetings, partnering with colleagues, time spent out in our stores and facilities. And while these change day to day, one thing that is always consistent is we are team and customer centric. My team strives to put our team members first each and every day. Whether we are exploring new benefit options, scheduling opportunities, team member communications, or how we continue to build our culture of care, our team members are our drive; they are the consistent thread to developing human resource initiatives."

We asked Heinzen-Krueger what the secret sauce is in leading a best-in-class HR team that is focused on fostering a culture of care and innovation in delivering an enhanced experience for the company's 35,000 team members. She said, "I don't know if there's a secret sauce, but we certainly have figured out some of the ingredients. One of those ingredients is communication; it's part of our HR team. Our discipline of communications, internal and external, sits within our team experience function. And I think that's awesome because the communication piece and that skillset is so important when it comes to our team members and our ability to engage with them and communicate with them".

She continued: "Focus is also important. In some ways we have it and in some ways, we're still growing into it. But really focusing on what it is that we want our team members to know, and what it is we want our team members to hear from the company and to do for our customers.

"Another ingredient that I think is super important," she added, "is how we connect with each other. Our team is rather broad, so we have traditional HR topics like team-member relations, team development and recruitment. We also have communications and community impact on our team in addition to asset protection and safety. As we come together, the one thing that I appreciate about the group is they're very comfortable sharing with each other. What that also brings forward is the opportunity to have conversations on what we need to do. What do we need to plan for next year? What would make a difference to our team? If we were to choose one thing to focus on, what would that be? I think that's what's important, too, the diversity of the thoughts we have in the room. Combined with the openness and expertise of our team members in the stores and in our ecommerce facilities and distribution center, when that all comes together, that's when I think the secret sauce really starts to have that nice aroma.

"Another thing I love about our office is that we take our heritage very seriously. And thinking about the fact that we're 100 years, I think that's a tribute to that heritage. That underlies ev-



Within our team promises, we have a promise titled 'Growing Through New Opportunities.'

We want our team members to embrace that."

Jennifer Heinzen-Krueger

dayka+hackett

WORLDWIDE

PRODUCE SOURCE



DAYKA & HACKETT LLC
is a PROUD PARTNER of
PREMIUM YEAR-ROUND
FRESH GRAPES with
THE GIANT COMPANY.



Congratulations to The GIANT Company for 100 years of great success.

GIANT MARTIN'S

GIANT
HEIRLOOM
MARKET

GIANT
D|RECT

MARTIN'S
D|RECT

DAYKA & HACKETT LLC | REEDLEY, CA 93654 daykahackett.com | A FRUTURA COMPANY

100
YEARS

The
GIANT™
Company

Growing
Our People

everything we do here at The GIANT Company and in building a great team experience.”

Also key, as Heinzen-Krueger told us, is the company’s dedication to continuous learning for its team members. “Within our team promises, we have a promise titled ‘Growing Through New Opportunities.’ We want our team members to embrace that. Even if it’s not necessarily new jobs, new activities, new roles, but just thinking about, ‘What is it I can learn today and what is that opportunity to learn something different?’ It could be a different task, it could be a new perspective or a different point of view, it could be understanding a different culture or community or food category,” she said.

Heinzen-Krueger told us that diversity and inclusion are at the core of everything The GIANT Company does. “I think maybe that’s one of the biggest changes we see in the industry. While our diversity team isn’t necessarily growing in size, their impact is. For example, our commercial teams are leveraging the experience and knowledge of the diversity team to diversify what they do every day. We need to be aware of what is important to people and what is it that we might have overlooked? What holiday do we need to understand better? Or what are some of the societal trends that are happening that we need to be more aware of?”

She continued: “When I think about diversity, equity, and in-

clusion in terms of our practices, we have some very strong commitments. As a company, when we’re looking at jobs, promotions and opportunities, we want our workforce to be reflective of the communities we serve. And if it’s not, what more can we do? We also need to reflect on how and where we are seeing success so we can continue to build upon our efforts.

Being successful in its diversity, equity and inclusion initiatives is an ongoing process. “We have to continue to challenge ourselves,” said Heinzen-Krueger. “Because diversity today isn’t what diversity was 10 or 15 years ago. We must continue to keep our eye on the fact that while we’re making progress and we’re further than we’ve ever been, we’re not where we want to be yet, and we need to continue to work forward in that space.”

Last year, The GIANT Company held its inaugural DE&I Summit and Heinzen-Krueger said the retailer held its second annual summit this year. “We’re focused on inclusion, what it takes to have that inclusive work environment. It’s so easy to get caught up in the tasks of the day to day. We all know in our industry that sometimes you’ve got to take that step back and just say, ‘How are we doing? How are we growing? What more can we do?’ That’s what we will do with the summit in a very symbolic way. It’s not just a little bit of learning in the day, it’s also recommitting to our commitment to diversity and inclusion.”





PROUD TO PARTNER WITH



©2024 Unilever

100
YEARS

The
GIANT™
Company

Growing
Our People

The GIANT Company As An Employer: Connecting People To The Communities They Serve

Steve Harfield is The GIANT Company's director of talent and culture and has been with the retailer for 24 years, starting on the operations side of the business. After joining the company, he worked his way up to the store manager position before transitioning from operations to HR. Since then, he has held a variety of positions including director of diversity and inclusion and director of human resources.

Why did he make the change from operations to HR? "It was the passion for people," he said. "I've always been one who wanted to find ways to help people live out their aspirations. And coming to the support office has allowed me to impact people company-wide."



Groceries is just a task we do. But we really are connecting people to the communities in which they operate in a variety of ways. What we find is often they don't know we have real estate, marketing, construction, and more.

Therefore, it gives us an opportunity to make sure students know there are numerous opportunities for them to join us and to grow."

Steve Harfield

Harfield explains there are three unique areas his team is responsible for: "One is recruiting. We have the responsibility to help staff in our support office as well as all the other functions within our business, perishable distribution, store operations, and ecommerce. We look at best practices and strategies for recruiting and have HR team members on the ground to bring the life to those strategies." Secondly, he continued, "I spend a lot of time helping team members fully understand what their roles and responsibilities are when they join the organization. Additionally, I provide them with tools, resources and accessibility to advance their careers so they can meet their aspirations through various leadership development courses. We also ensure we have practices in place to keep team members highly engaged regardless of where they fall on their career journey. We make sure they are engaged from hire to retire."

Above all, he explained, is listening to people. "Most important is giving our team a voice and then acting on their recommendation on the things they find to be most important. What we have learned over the years is that our team, most importantly, wants to be treated with dignity and respect. They also want to feel valued and like they're a part of something special."

He continued, "We spend a lot of time ensuring we are embracing our team; we're giving them an opportunity to offer recommendations and thoughts on how we can get better as an organization. We ensure that when we look at how we pay compared to other retailers, that we're competitive with that in addition to

always evaluating our employee value proposition and making sure we have everything that our team members are expecting from us. Today people are looking for variety so a lot of what we do is determine how to provide opportunities for team members to learn new things and keep them interested in the work that they're doing."

A key program at The GIANT Company that is designed to train new store managers, and mainly new managers coming into the organization, in the different facets of the business is called "LEAD." "LEAD helps us make sure new team members have a full scope of understanding about who we are as a business and what role they play in the viability of our organization," Harfield explained. "In this two-week training program, new team members have the opportunity to hear from all functional leads in all of the areas of the business, whether it be real estate and construction, to finance, to commercial, to team experience and communications; they all have the opportunity to share what their function does for the business and how it plays into this bigger part of our company's purpose of connecting families for a better future."

Participants have the opportunity to ask questions and seek clarification, which Harfield said has served as a very valuable tool in helping managers be better general managers and understanding how all the functions connect with the work they're doing.

In recent years, many employers across the board have had trouble filling jobs and retaining associates. We asked Harfield how The GIANT Company goes about filling new roles in the company. "How we fill new roles depends on the level of role we're trying to fill. When it comes to store operations, we spend a lot of time advertising in-store, whether it be through store signage and tables and maybe word of mouth with our team members talking with customers. And really, the better the service we offer in a community, the more likely we're able to attract good talent, because people want to work for a company that they feel comfortable with. We also use a lot of our social media platforms, like LinkedIn. We try our best to determine how we can meet the applicant where they are."

When it comes to more managerial levels, said Harfield, recently his team has been spending a lot of time at colleges and universities, trying to figure out how to ensure college students understand that, while The GIANT Company sells groceries, they do much more than that. "Groceries is just a task we do," he said. "But we really are connecting people to the communities in which they operate in a variety of ways. What we find is often they don't know we have real estate, marketing, construction, and more. Therefore, it gives us an opportunity to make sure students know there are numerous opportunities for them to join us and to grow."

Thank you **GIANT**[®] and Kevin Prill for your partnership.



(Left) Kevin Prill, Category Manager of Floral Giant®
(Right) Carlos Oramas, CEO gems®



visit us at:
www.thegemsgroup.com



100
YEARS

The
GIANT[™]
Company

*Growing
Our People*

Another avenue for recruiting talent is through internship programs. “Our annual internship program is a chance to introduce students to our business and let them see what that work looks like. Oftentimes, we get an opportunity to bring those team members on board as long-term team members.”

To be a place where more people want to work, The GIANT Company has learned that many potential applicants are looking for flexibility in their daily lives. “Flexible work schedules at all levels of the organization are something people want today. There was a time, particularly in store operations, where we would say, if you’re not available on these days, during these hours, we don’t have an opportunity for you. The world has changed, and we recognize we also have to be more open to change because people want variety, which is why we are very flexible with scheduling. We have team members who are interested in working just one day a week for a four-hour period and others who are available every day of the week, anytime. It’s our responsibility to figure out how the puzzle pieces fit together to best serve our customers.”

Another asset available to potential new team members at The GIANT Company is a wealth of career growth opportunities, Harfield said. “An overwhelming majority of our promotions, particularly management-level positions, are internal promotions. In 2022, we had more than 3,400 internal promotions. We tell applicants all the time, once they join us and begin to build skills and can lead teams, there’s great opportunity for them to continue to grow professionally with The GIANT Company.”

Another potential attraction for new applicants, Harfield told us, is The GIANT Company’s commitment to volunteerism. “We recognize that our team members want to be connected to the communities in which they live, and we provide our team with that opportunity. If the company has identified an organization in which we want to partner, oftentimes through food banks or doing community cleanups, our team members have an opportunity to volunteer. In turn, we pay them for their volunteerism, and they are deepening their connection with the community.”





**Congrats on 100 Years
of GIANT Greatness!**

SalesReps@missionproduce.com

missionproduce.com
[@mission_produce](https://www.instagram.com/mission_produce)



DISCOVER
THE MISSION ADVANTAGE

GIANT [®]



**CONGRATULATIONS TO A TRUE GIANT
IN THE FOOD INDUSTRY.**

We salute The GIANT Company on reaching this milestone 100th anniversary and thank you for your long-term support of great-tasting, high quality seafood.

Bellingham, WA 98225 | 888-215-4815
www.trans-ocean.com



Congratulations to The GIANT Company on your 100th Anniversary!



Rooted in 150 years of Tuscan culinary tradition

Simmered in tradition



Congratulations GIANT COMPANY ON YOUR 100TH ANNIVERSARY



©2024 Conagra Brands, Inc. All Rights Reserved. Bertolli® is a trademark of Mizkan America, Inc., used under license. P.F. Chang's® and P.F. Chang's Home Menu® are trademarks of P.F. Chang's China Bistro, Inc. and are used under license.

MORNINGS, UPGRADED



G The
GIANT
Company



G The
GIANT
Company

Gourmet Foods International is proud to celebrate The GIANT Company's centennial milestone, marking a century of service in providing high quality groceries.



**CONGRATULATIONS
GIANT COMPANY!**

**100 YEARS IS A
BOOMING
BIG DEAL!**

FROM YOUR FRIENDS AT

**PHANTOM
FIREWORKS**

FIREWORKS.COM

The GIANT Company 100th Anniversary

A new squeeze on hydration™



Proudly certified.

**lemon
perfect.**



0 sugar

5 calories

5 ingredients

**Half a squeezed organic
lemon in every bottle**

**No artificial flavors
or sweeteners**

High in vitamin C

100
YEARS

The
GIANT™
Company

Growing Our
Communities
Local

Strong Local Program Gives The GIANT Company Differentiation From Its Competition

One of the differentiated advantages of The GIANT Company is its strong local produce program which offers locally sourced foods, including fresh fruits and vegetables from approximately 100 farms in the Mid-Atlantic region.



Supporting local is very important to our customers and remains a key initiative for our business. Understanding the importance of supporting our communities, I work with several local supplier partners to provide the best quality of local assortment at a value.

Josh Geyer

The person coordinating this complex process is Josh Geyer, category manager, vegetables for the retailer's 193 stores in Pennsylvania, Maryland, Virginia and West Virginia. Geyer started at The GIANT Company in 2003 in the produce department and held a variety of positions in the stores before being named produce category manager in 2012 for Ahold USA. After the Ahold-Delhaize merger, Geyer rejoined The GIANT Company in his current role where his duties involve overseeing the end-to-end process of managing vegetables for the regional chain. This includes working with supplier partners on products and assortment and working with store teams to execute the merchandising plans his team helps draft and put into place. Additionally, Geyer is involved with supply chain, individualized company programs, item placement and pricing structure.

"I work with many individuals to ensure that we are delivering not only to the customer's needs and expectations but also bringing forth the very best quality products that meet those needs and how they are living today," Geyer stated.

The procurement and merchandising aspects of working with local farmers are challenging, but Geyer noted, "Supporting local is very important to our customers and remains a key initiative for our business. Understanding the importance of supporting our communities, I work with several local supplier partners to provide the best quality of local assortment at a value. We strive to be as transparent as possible of where products are from when identifying them as local. Where some items may not be grown or available from the local community, we continue to work with growers and producers within our market to support our local programs with local products where we can."

During the summer when local vegetables are more readily available, Geyer admitted he and his team are extremely busy, but preparing to offer locally sourced vegetables in stores is a 12-month process. He noted that fall is a busy growing season,

too, and that planning with existing growers and suppliers, while also developing new sources is an ongoing process.

"Communication is key, especially with growing seasons and overall customer demand for seasonal items. We want to understand from our supplier partners what time frames look like and what opportunities may exist outside that time. We are very mindful of those seasonal transitions," Geyer explained. "Also, there are year-round partnerships with products that are produced and/or sourced locally here for our company. We do our very best to remain transparent about where those products are from and to tell the product and grower stories to create a deeper consumer connection."

And, with so many moving parts, how does Geyer evaluate how local initiatives have fared?

"While there's plenty of dialogue throughout the year with the growers and our own team members, we hold a meeting once a





Here we grow together

BUONA FOODS proudly partners with The GIANT Company as they celebrate 100 years of “better”– being a better neighbor, a better place to shop, and a better place to work.

Congratulations on hitting this milestone, and *thank you* for bringing our fourth-generation mushroom family along for the ride.



FRESH MUSHROOMS

DRIED MUSHROOMS

MUSHROOM CRUMBLES

WWW.BUONAFOODS.COM



SCAN FOR YOUR CHANCE TO
**WIN * EXCLUSIVE ACCESS TO
YOUR CHOICE OF WORLD-CLASS
HEINEKEN® EXPERIENCES**

Here's to



**As You Celebrate Your
100th Anniversary!**

*NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASING A PRODUCT WILL NOT IMPROVE YOUR CHANCES OF WINNING. SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE 50 U.S. AND D.C. WHO ARE 21 OR OLDER AS OF DATE OF ENTRY. SWEEPSTAKES IS GOVERNED EXCLUSIVELY BY THE LAWS OF THE U.S. Sweepstakes begins at 12:01 a.m. Eastern Time (ET) on 10/1/2023 and ends at 11:59 p.m. ET on 12/31/2023. To enter, and for full terms and conditions and prize descriptions, scan the QR code using your mobile device's camera or directly visit www.Heineken.com/US/en/promos/AToasttoAllTastes and follow the on-screen entry instructions to be entered into the Sweepstakes drawing. Normal time rates, if any, charged by Internet service providers will apply. All entries must be submitted by 11:59 p.m. ET on 12/31/2023. Sponsor: HEINEKEN USA Inc., White Plains, NY.

100
YEARS

The
GIANT
Company

Growing Our
Communities
Local

year with all local growers,” Geyer noted. “Our goal is to connect growers and producers with the category and buying teams to not only discuss learnings from the previous year, but also to discuss new assortments and items that might be available for the upcoming season and any other opportunities that might exist. This helps to align a strategy on how we can move forward with specific programs and develop a plan that will best deliver for our customers while continuing to grow the local program. Meeting face-to-face is extremely helpful.”

Even with deep planning and preparation, weather remains the biggest hurdle in executing local programs at a high level, Geyer explained.

“The nature of dealing with a commodity forces us to also think on our feet. Working with our partners on a weekly basis becomes critical to ensure we keep good, quality products consistently available for the customer. That’s often a challenge when trying to forecast weather and analyze growing conditions. The factors are so variable – heat and rain are always a concern and even an unexpected storm can play havoc with supply. Each of these issues is unique and has to be individually assessed and reviewed. That’s where open communications are critical.”

Geyer said he views his role as category manager of vegetables as being an important component of The GIANT Company’s commitment to quality, adding: “We understand how important it is to our customers to provide fresh produce, so we continue to place great focus on delivering a best-in-class local program. When our customers benefit, so do we. From reducing food miles traveled to

delivering fresh quality products with longer usable shelf life at a value that meets their expectation, we sell more locally sourced products. This helps support the local communities which we operate within. Plus, we have a lot of fun while doing it.”



Cheers to

100
years

1924 - 2024

FROM YOUR FRIENDS AT



Congratulations
on your 100 year anniversary!



MartinsSnacks.com



And a special thanks for your
commitment to local brands!



100
YEARS

The
GIANT™
Company

Growing Our
Communities
Wellbeing

The GIANT Company Strives To Improve Access To Wellbeing And Incentivizes Healthier Choices For Its Customers



We work with external wellbeing partners in a variety of ways to improve the health of our communities. Whether it is sponsoring food pharmacies across our trading area or developing programs that expand access to fresh produce, we rely in community partners to ensure we can have the greatest impact on those who need help the most.”
Nick Koch

Nick Koch is The GIANT Company's director of wellbeing. His career with the company began in 2008 when he served as a pharmacy intern before graduating from Wilkes University with a pharmacy degree in 2012. He held several pharmacist roles before becoming a regional pharmacy manager in 2016. In that role, he supervised pharmacy operations for 32 stores. In 2022, he started his current role and now works with the retailer's team of dietitians to grow sales of healthy food and improve the health of the communities and team members the company serves.

The GIANT Company has a strong commitment to wellbeing, said Koch. “Our wellbeing philosophy focuses on three key areas. We aim to inspire healthy choices, improve access to wellbeing and incentivize healthier choices,” he explained. “We do this by creating engaging and infor-

matic content, engaging with community partners and organizations, and integrating health and wellbeing throughout our commercial planning process.”

To accomplish these aims, the wellbeing team oversees a number of programs. “Improving access to health and wellbeing is an important part of the programs we have developed,” said Koch. “For example, our dietitian team hosts virtual classes highlight-



CHEERS TO **100** YEARS!

TODAY WE CELEBRATE A CENTURY OF THE GIANT COMPANY'S ACCOMPLISHMENTS.

May the next hundred be full of success, continuous innovation, and exceptional service!

GIANT

sc Johnson
A family company
at work for a better world

Congratulates The GIANT Company

G The
GIANT
Company

on your 100th Anniversary!



100
YEARS

The
GIANT[™]
Company

*Growing Our
Communities
Wellbeing*

ing topics such as seasonal produce, meal solutions for any budget, and partnership classes with our pharmacists.” He added, “Attendees of the classes earn CHOICE points and can easily add items from a highlighted recipe to their online shopping cart.”

Another option available to shoppers and The GIANT Company team members alike is through Guiding Stars, a simple tool to find the most nutritious choices in the stores. “Guiding Stars rates items from zero to three, three being the best nutrition and zero being the lowest,” said Koch. “We provide team members with a five percent discount on Guiding Star rated items and frequently provide loyalty offers to customers where they can double their CHOICE points on Guiding Stars purchases.”

The wellbeing team also works with the retailer’s loyalty team to rotate other seasonally relevant offers to further incentivize healthier choices.

One way The GIANT Company helps ensure the wellness of all its team members is by offering access for everyone to receive a free yearly flu vaccination, in addition to making sure their shoppers get vaccinated as well. “Our pharmacy teams host

clinics at stores and within our communities to provide as much access as possible,” said Koch.

Ensuring wellbeing is a team prospect for The GIANT Company and its partners in the field. Koch explained, “We work with external wellbeing partners in a variety of ways to improve the health of our communities. Whether it is sponsoring food pharmacies across our trading area or developing programs that expand access to fresh produce, we rely on community partners to ensure we can have the greatest impact on those who need help the most.”

An example of this is a program The GIANT Company is currently piloting with a community partner which provides two fresh produce vouchers each month to eligible customers. Koch added, “Fresh produce along with meal inspiration can make real change in how our customers put healthier meals on their table.”



GUIDING STARS[®]
NUTRITIOUS CHOICES MADE SIMPLE

“

More than 120,000 Philadelphia children live below the poverty line and one in five people in Philadelphia experience food insecurity, which means they don’t consistently have access to enough food for an active and healthy lifestyle.

“Each year, we deliver thousands of pounds of fresh produce to patient families through our Food Pharmacy program. The GIANT Company provides food, staff and materials to deliver on the promise of a healthier life for those in the community. With this most recent grant, we can serve more children and their families with another Food Pharmacy in Norristown.”

 **Children’s Hospital
of Philadelphia**[®]

Saba Khan, MD, attending physician with the Children’s Hospital of Philadelphia Care Network and director of Food Pharmacy.



Congrats on **100 years!**
From your friends at



POMPEIAN.COM
THE OLIVE OIL PEOPLE

100
YEARS

The
GIANT[™]
Company

Growing Our
Communities
CSR

Corporate Social Responsibility Philosophy At GIANT: Connecting Families For A Better Future

Jessica Groves, manager of community impact, has been with The GIANT Company for 18 years, working in many areas within the organization during her tenure, from operations to merchandising, and marketing to corporate giving. In her current post she is responsible for directing philanthropic efforts for the brand to connect with the communities the retailer serves, which includes financial and in-kind support as well as volunteer efforts.

The GIANT Company's Corporate Social Responsibility (CSR) philosophy is something Groves can explain well. "Our CSR philosophy aligns with our purpose of connecting families for a better future," she says. The retailer's efforts to strengthen communities and families are centered on three priorities: eliminating hunger, changing children's lives, and healing the planet. "These three priorities are essential for strong families," explained Groves, "and they focus on the core necessities - food, health and sustainability of our planet. Without these our communities and neighbors suffer."

The initiatives in the areas that The GIANT Company has been involved with during its 100-year history are numerous and go back to the company's founder David Javitch, whose core principles still guide the company today. "I've been proud of quite a few initiatives during my time with The GIANT Company," said Groves, "but the initiative I'm most proud of in my current role is our 100th Community initiative. The GIANT Company has been supporting its neighbors and communities for 100 years and this is our thank you to our communities for allowing us to partner for a better future."

The 100th Community initiative is centered around feeding the future which spans from hunger relief for the immediate and future to supporting efforts that set the stage for support for the next 100 years. "The crowning, shining event that brings this all together is our Make A Difference challenge," explained Groves. In fact, on October 4, The GIANT Company awarded a total of \$500,000 to 20 local non-profits as part of the



We are making a difference today, tomorrow and for the next 100 years."

Jessica Groves



Happy 100th Birthday
to The GIANT Company!



Saluting The GIANT Company on 100 years of Success!

Ready Pac Grande & Supreme Grande Bistro Bowls

Fresh & Effortless Meal Solutions On The Table In Minutes

- Fresh Ingredients
- Mix & Serve Directly in Big Bowl
- Sustainable - 100% Recycle Ready



100
YEARS

The
GIANT™
Company

Growing Our
Communities
CSR

“Making a difference and volunteering is so important to me because we truly have the ability to uplift the communities we serve. We believe in building partnerships and establishing bonds with people and organizations who are making a difference. We can do more when we work together, and if we take care of our community, the community will take care of us. We are all in this together.”

Marquis Black,
store manager



challenge, which was designed to honor The GIANT Company’s legacy of giving back by supporting non-profit organizations whose work has a direct impact on creating a future that promotes healthier people and a healthier planet. “We are making a difference today, tomorrow and for the next 100 years,” said Grove about the program.

Making a difference to the community also requires the partnership of many of the companies the retailer does business with as well. “We have incredible vendor partners who have similar ambitions and philanthropic goals. They have partnered with us on some pretty impressive efforts

from truckloads of nutritious foods and hygiene products to millions of dollars of financial support provided each year through the Family Foundation,” said Groves. “We are grateful for the partnerships we have been able to build in the CSR space. Of course, I’d like to see our vendors do more. We’re so much more powerful when we work together for good. The best way to ‘up their assistance’ is to have the first conversation. Let’s share our goals, ideas and build something amazing together. Each partnership looks different based on shared missions and goals. The power of our partners has been and will continue to be how we make a difference together.”

“We simply could not be as impactful in our mission without our deep partnership with The GIANT Company. Its volunteer teams regularly work in our Volunteer Center to sort and pack food for our mission; during the pandemic, they leaned in even more to make sure we had enough capacity every day. In addition to providing the Central Pennsylvania Food Bank with food, funding, and volunteer resources, many talented executives from The GIANT Company have served on our Board of Directors and its committees over the years.

The GIANT Company also provides access to expertise and training that is very helpful to our mission and is willing to share non-sensitive data that helps us enhance our food offerings and other services. It understands the power of positive promotion for our mission and is willing to challenge other businesses to support our mission. The GIANT Company is way more than a donor – it



is a truly committed partner that we can count on in good times and bad.”

Joe Arthur, executive director,
Central Pennsylvania Food Bank



The GIANT Company

Powerful Partners,
Sweet Success!



Edgewell
PERSONAL CARE

**Happy 100th Anniversary
To The GIANT Company!**



100 YEARS



The GIANT Company

Growing Our Communities CSR

Volunteerism & Giving





Cheers to 100 years

Congratulations on your 100th anniversary. We have the highest respect for your commitment to consumers, quality and the Hallmark brand. Thank you for your continued partnership.

HAPPY ANNIVERSARY!



TM & © Hallmark




PACIFIC
straight from the fields

WISHES



**CONGRATULATIONS
ON YOUR 100TH ANNIVERSARY**

Supplying the nation quality fresh produce for over 30 years



www.pim4u.com

100 YEARS

The GIANT Company

Growing Our Communities

Volunteerism & Giving



HERSHEY
ENTERTAINMENT & RESORTS

**CONGRATULATES
THE GIANT COMPANY
ON ITS 100TH
ANNIVERSARY.
WE APPRECIATE YOUR
PARTNERSHIP.**

© 2023 Hershey Entertainment & Resorts Company. All words, designs, and phrases appearing in bold, italics, and/or with the symbol ©, SM, or TM are trademarks owned by Hershey Entertainment & Resorts Company, or used under license or with permission. All rights reserved. 23GW41982

Kraft *Heinz*

is proud to support The GIANT Company!



© 2023 Kraft Foods

100
YEARS

The
GIANT™
Company

Growing Our
Communities
DEI

DEI Strategy Focuses On People, Culture And Communities Aligned With Retailer's Purpose Of Connecting Families For A Better Future

Aaysha Noor has been The GIANT Company's head of diversity, equity and inclusion since 2020. She is responsible for strategizing, developing and implementing DEI initiatives to build a culture of

inclusion and belonging across all aspects of the organization, and support communities in equitable ways. With her team, she also manages the DEI budget, training, internal and external events, Inclusion Council chaired by the company president and oversees eight business resource groups.

We asked Noor to explain the company's philosophy in the arena of DEI. "At The GIANT Company, we strive to be an inclusive place to work," she explained. "Our DEI strategy is focused on people, culture and communities and aligned with our purpose of connecting families for a better future. Our purpose and shared values guide our work as we embrace the unique talents and differences of our team members. The diversity of our team members, including individual experiences, perspectives and skills drives innovation and collaboration."

This commitment extends to all aspects of the company's business, not just its team members. "The GIANT Company values DEI in all aspects of our business including supplier diversity," said Noor. "We continually look for partnerships that provide quality products and services from a diverse group of suppliers and local vendors that better serve the unique needs of all our customers and communities we serve."

It is important to The GIANT Company that they foster a culture of inclusion for everyone, every day. "One of our team promises is 'Be YOU' and we aspire to collectively build that culture of inclusion and belonging for all team members, customers, and neighbors, where everyone is respected, valued, heard and welcomed just the way they are," Noor noted. "We work collaboratively across functions to build and sustain an inclusive workplace, workforce and marketplace and are continually analyzing our policies and enhancing our procedures."

There are many ways that Noor and the company ensure that diversity, equity and inclusion are practiced every day. Noor said: "Whether it's having compassionate conversations, celebrating var-

ious history and heritage months, acknowledging diverse holidays, lunch-and-learns for education and awareness, providing trainings to incorporate neurodiversity and for LGBTQIA+ Allyship, our mentorship program or through business resource groups, we are creating safe spaces, pathways for equitable opportunities and sustainable inclusion."

The company's commitment to DEI is integral, said Noor, not just in how the company goes to market, but in the community support it provides as well. "We support various local organizations with a shared vision to build healthier and inclusive communities through philanthropic efforts, strategic partnerships and community service. Our support of an organization is determined by how they positively impact diverse communities," said Noor. This support is focused on three pillars: celebrating diversity, including cultural, heritage and history; building racial, gender and economic diversity; and promoting inclusion of all abilities, experiences and identities.

"Together, we are creating more inclusive, and stronger communities to build a better future for all," said Noor.



Our DEI strategy is focused on people, culture and communities and aligned with our purpose of connecting families for a better future. Our purpose and shared values guide our work as we embrace the unique talents and differences of our team members. The diversity of our team members, including individual experiences, perspectives and skills drives innovation and collaboration."
Aaysha Noor





Rainforest Farms and Bouquets showcasing the finest roses from our farms high in the Andes Mountains!

Join us in celebrating 100 years! We are a proud supplier of beautiful rose blooms and bouquets to The GIANT Company.



GROWING ROSES IS WHAT WE DO BEST AT RAINFOREST FARMS!
www.rainforestbouquets.com



Classic hand packed salads manufactured to order in a commissary style production for supermarket delis, salad bars and all prepared foods departments.



Customized one stop shopping Salad Bar Programs created to your specifications (cross dock and warehouse supply).



Preservative-free salads, dips, and sides that meet today's clean label requirements.

Congratulations on your 100th Anniversary!
From your friends at Isabelle's Kitchen & Salad Bar Tenders

Find out more about us at www.supermarketers.com



100
YEARS

The
GIANT
Company

*Growing Our
Communities
BRG Programs*



“The GIANT Company and Girls on the Run Mid State is a natural partnership. At Girls on the Run, our core values include embracing our differences and finding strength in our connectedness, and The GIANT Company manifests the same philosophy with intentional and meaningful outreach in the community. They are truly invested in Girls on the Run as a local, non-profit partner, helping amplify our message, and supporting us in creative ways to reach a broader audience. They fuel our participants with healthy snacks provided at each practice and our 5K events. They are actively involved in understanding and addressing the issues impacting our community. At MLK Day, they helped Girls on the Run shine a light on the impact of race and racism on youth mental health, by hosting a screening of the documentary movie Race to be Human and a panel discussion that centered youth voices. At our celebratory 5K events, GIANT team members are out in force, cheering our participants and donating nutritious snacks in our Refuel Zone. It’s impressive to see the wave of red shirts worn by the GIANT associates, who also embody GIANT’s inclusive culture and diverse community facing engagement.

Knowing that we have a partner in The GIANT Company who values us as much as we value them, makes this a special relationship, benefiting families in our community in a myriad of ways.”

Gillian Byerly, executive director,
Girls on the Run Mid State PA



“I have been with The GIANT Company for more than 13 years, and I have never seen our team values shine so brightly! The GIANT Company has allowed me to make my family a priority while giving me the platform to grow my career. This year I joined a BRG, and it has given me not only an extension of family, but it has also allowed me to feel a stronger feeling of acceptance in the workplace, and the opportunity to give back and empower others within our community. We continue to succeed because of each other. I am proud to be a part of this organization, and I can’t wait to see what the next year has in store!”

Anise Floyd-Murphy, regional operations coordinator & PRIDE+ BRG culture pillar lead

“I love making a difference in people’s lives, and we strive to create a culture where team members know that no matter their background or ethnicity, there is a place for them here. You can bring your ideas without any barriers and ‘be you.’ To grow as a company, we need to surround ourselves and our teams with different ideas, different opinions, and give everyone around us the voice to be heard, therefore, inclusivity is a must to grow into a better future. And I feel proud to be a part of company who values that.”

Ganimete Gashi, store manager & Mosaic BRG co-chair



“Fostering inclusion and belonging are important to me because both fulfill us as social beings. We all want to feel and know that we belong to something greater than ourselves. When we feel included, it lets us know that we are not facing the challenges of the world by ourselves. Throughout the course of life, we face many challenges and setbacks, and it is always good to know that others are there to care for and support you, which is why the work of the BRGs is so important.”

Basil Mitchell, store manager & EMPOWER BRG co-chair



100 years of moments. A century of strength.



Kleenex® congratulates our partners at The GIANT Company on their 100th Anniversary!



©/TM Trademarks of Kimberly-Clark Worldwide, Inc. or its affiliates. © KCWW

Congratulations to The GIANT Company on 100 Years!



100 YEARS



The GIANT Company

Growing Our Communities

Celebrating DE&I



HONORING
100 YEARS
FROM OUR FAMILY TO YOURS.

OF GENERATIONS
**GREAT
TASTE**
SINCE 1888

MANISCHEWITZ



Soli Organic
congratulates
The GIANT Company
on 100 years
of success.



soli
organic

Enjoy **FRESH BASIL** straight from the living plant.

SoliOrganic.com

100 YEARS



The GIANT Company

Growing Our Communities

Celebrating DE&I





THE PHILLIES CONGRATULATE GIANT ON 100 YEARS!



CONGRATULATIONS!

To our partner
GIANT.
 on their 100th
 Anniversary



© 2023 Smithfield Foods, Inc.



1923 **100 YEARS** 2023

Thank you

for 100 years of growth and
commitment to a better future.

GIANT MARTIN'S

GIANT HEIRLOOM MARKET

GIANT DIRECT

MARTIN'S DIRECT