

For Immediate Release
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PRICE CHOPPER PRESENTED
RETAIL MARKETER OF THE YEAR AWARD
Certified Angus Beef (CAB) honors Supermarket Chain

At the Certified Angus Beef's annual conference, held September 13-15 in Savannah, Ga., Price Chopper was presented with the **Retail Marketer of the Year** award for outstanding support of the brand.

Accepting the award for Price Chopper were Jerry Golub, Sr. VP Sales & Merchandising, Jerry Wallace, VP of Meat Merchandising and Tim Toussaint, Category Manager.

Price Chopper has been one of the CAB brand's top 10 retailers across the nation. The chain offers traditional CAB brand, CAB brand Natural and CAB brand Prime, as well as dry-aged CAB items.

Their strategic merchandising and marketing resulted in a double-digit increase in sales. Product demonstrations, cooking classes and its multi-media "We Know Meat" campaign has led customers to the brand. The We Know Meat brochure is a very useful consumer guide to buying, preparing, and cooking a variety of meats including CAB. These brochures are available in-store at the meat department.

"As we celebrate our 75th Anniversary, we continue our commitment to providing our customers with the highest quality brands and the best grocery shopping experience possible," said **Barbara L. Page, Community & Public Relations Manager.**

Based in Schenectady, NY, the Golub Corporation owns and operates more than 115 Price Chopper grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The family-owned company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative employee relations. Golub's approximately 24,000 associates collectively own 51% of the company's privately held stock. For additional information, visit www.pricechopper.com.

