



Retail Business Services

Retail Business Services, COOP Italia Bring Authentic Italian *fiorfiore*® Products to U.S. for Limited Time

October 1, 2018

Gourmet private brand items available exclusively to Ahold Delhaize USA's great local brands and their customers this fall

SALISBURY, N.C. – Retail Business Services, the services company of Ahold Delhaize USA, has teamed up with COOP Italia to make *fiorfiore*® brand products available to five of Ahold Delhaize USA's great local brands and their customers for a limited time this fall. Food Lion, Giant Food, Giant/Martin's, Stop Shop and Peapod have all elected to carry the products, which include appetizers like olives and bruschetta, oils and dressing,



pasta, pasta sauce, pastries and snack products.

"We are excited to make these items available to the local brands and offer consumers the opportunity to experience authentic Italian cuisine at private brand value," said Juan De Paoli, senior vice president of Private Brands for Retail Business Services. "This is a versatile product line that offers a gourmet, balanced selection of both kitchen staples and indulgent treats and snacks."

The introduction of this line leverages ongoing consumer interest in Italian cuisine. According to a study by statista.com, more than 60% of U.S. consumers 18-64 report indulging in Italian cuisine at least once a month.

Crafted from fresh, high quality ingredients, *fiorfiore*® products contain no GMOs, no colorants, no hydrogenated fats, no post-harvest treatments and additives only when necessary.

"*Fiorfiore*® is the top-quality private brand line of Italy's largest supermarket chain. Through our partnership with Retail Business Services, we are pleased to make the products available in the U.S. for the first time," said Mike Ricciardi, managing director of COOP Italian Food NA.

About Retail Business Services

Retail Business Services, LLC, is the services company of Ahold Delhaize USA, currently providing services to six East Coast grocery brands, including Food Lion, Giant Food, GIANT/MARTIN'S, Hannaford and Stop & Shop, as well as the country's largest online grocery retailer, Peapod. Retail Business Services leverages the scale of the local brands to drive synergies and provides industry-leading expertise, insights and analytics to local brands to support their strategies with services including Information Technology, Merchandising & Marketing Services, Private Brand Products, Pharmacy Services, Sourcing, Not for Resale, Store Services, Financial Services, Legal Services, Communications, Supply Chain and People Systems and Services. For more information, visit www.retailbusinessservices.com.

About COOP Italia

COOP Italia is the largest supermarket chain in Italy, and one of Italy's leaders in social responsibility. COOP is also the biggest buyer of Italian food in the world and Italy's leader in the private label sector. With a strong network of 500+ producers, COOP Italia is able to source Italy's top producers for their brands. Through a careful producer selection process and the strictest quality control measures, COOP guarantees the authenticity and quality of their products.

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