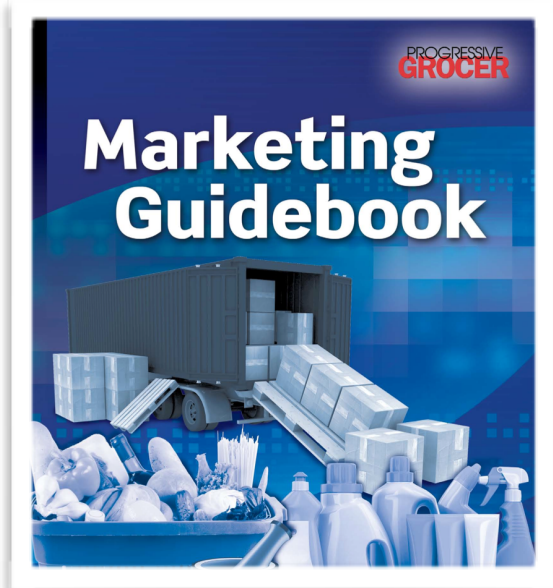


Marketing Guidebook

Sample - Company Profile



Thank you for downloading a sample of the Marketing Guidebook Company Profile. The Marketing Guidebook is a dynamic online database that delivers the data you need to make better and more targeted business decisions.

Key features worth noting in the Company Profile sample are:

- Key personnel including executive management & buyers
- Operating and merchandise line data
- Total stores and financial history
- Area(s) of operation
- Store operating names
- Private Label data
- Supplier, distribution and warehouse data

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Price Chopper/The Golub Corp.

Updated: May 13, 2015

BACK

PERSONNEL

EXPORT

COMPANY INFORMATION

461 Nott Road
Schenectady, NY 12308 USA
Phone: (518) 355-5000
Fax: (518) 379-3260

Mailing Address: PO Box 1074
Schenectady, NY 12301 USA

website: www.pricechopper.com

OPERATING DATA

Total number of stores: 135
Total stores 2014: 135
Total stores 2013: 132

Store types:

Conventional supermarkets 16
Super stores 119

Corporately-owned: 135

Store operating names:

Market 32 1
28,000 sq. ft.
Market Bistro by Price Chopper 1
77,000 sq. ft.
Price Chopper 133
28,000 sq. ft.

Overall preferred GLA: 28,000 - 77,000 sq. ft.

Programs/services offered: 24-hour operations, atm machines, bottle/can recycling, coin kiosks, credit cards accepted, dollar aisles/sections, double coupons, dvd kiosks, electronic couponing, electronic marketing, frequent shopper/loyalty card, full service banking, gasoline rewards, gift cards, in-store health clinics, in-store restaurant, lottery tickets/machines, nutritional ratings system, photo processing, prescription pharmacy, samples/demos, self-checkout lanes, service deli, service meat, service seafood, other (growler station)

New units planned: 2015: 3 2016: 3

Remodels planned: 2015: 5 2016: 5

Average number of checkouts: 9

Average retail employees per store: 170

Co-branded store-within-a-store: Ben & Bill's Deli

Full service bank name: Charter One

Area(s) of operation: CT (9), MA (16), NH (4), NY (83), PA (8), VT (15)

MERCHANDISE LINE DATA

Merchandise lines offered in stores:

Alcohol/tobacco: alcoholic drinks, beer, cigars, cigarettes, tobacco & accessories, packaged liquor, wine
Drug/HBC: OTC drugs, health aids & beauty aids, paper & related products, prescriptions, soaps, detergents & household cleaners
Foodservice: cold dispensed beverages, frozen dispensed beverages, hot dispensed beverages, prepared foods
Grocery: candy, general groceries, gourmet foods/health foods, pets, pet foods & supplies
Housewares: hardware, tools, plumbing & electrical equip., kitchenware & home furnishings, lawn, garden, farm equipment & supplies
Leisure goods: Blu-ray/DVD rental, books, magazines & newspapers, school supplies, stationery, office supplies, cards, souvenirs, toys/hobby goods, craft supplies & games
Perishables: baked goods, dairy, floral, frozen foods, meat, produce, seafood

PRIVATE LABEL DATA

Private label goods purchased:

Alcohol/tobacco: cigars, cigarettes, tobacco & accessories
Drug/HBC: OTC drugs, health aids & beauty aids, paper & related products, soaps, detergents & household cleaners
Foodservice: prepared foods
Grocery: candy, general groceries, gourmet foods/health foods, pets, pet foods & supplies
Perishables: baked goods, dairy, frozen foods

Name of private label line(s): Always Save, Central Market, Full Circle, Price Chopper, Price Chopper Naturals

BUYING DATA

Buying committee at this location: yes

Buying done at this location for:

Alcohol/tobacco: alcoholic drinks, beer, cigars, cigarettes, tobacco & accessories, packaged liquor, wine
Drug/HBC: OTC drugs, health aids & beauty aids, paper & related products, prescriptions, soaps, detergents & household cleaners
Foodservice: cold dispensed beverages, frozen dispensed beverages, hot dispensed beverages, prepared foods
Grocery: candy, general groceries, gourmet foods/health foods, pets, pet foods & supplies
Housewares: hardware, tools, plumbing & electrical equip., kitchenware & home furnishings, lawn, garden, farm equipment & supplies
Leisure goods: Blu-ray/DVD rental, books, magazines & newspapers, school supplies, stationery, office supplies, cards, souvenirs, toys/hobby goods, craft supplies & games
Perishables: baked goods, dairy, floral, frozen foods, meat, produce, seafood

Generic lines purchased: yes

New items automatically distributed: yes

Headquarters approval required to call on stores: yes

Store managers authorized to purchase items not warehoused: no

Product recall: buyer-specific

NEW AND NOTEWORTHY

In November, 2014, Price Chopper/The Golub Corp. announced plans to rebrand all its Price Chopper stores to a new Market 32 banner over the next several years, with plans to have half converted within the next five years.

In February, 2015, the company began utilizing Agilence's Retail 20/20 cloud-based exception reporting solution to provide valuable retail loss prevention and operations store-level insight.

PROMOTION DATA

Advertising media used: card-based program, circulars, direct mail, coupons, electronic coupons, e-mail/text messaging, flyers, internet, newspapers, radio, Sunday supplements, TV, Other (Mobile app)

Point-of-purchase materials: display bins, mobiles, motorized displays, over-wire banners, posters, pennants & streamers, price cards, shelf talkers, window signs

Manufacturer P-O-P encouraged: no

Store managers may select store displays: yes

SUPPLIER/DISTRIBUTION/WAREHOUSE DATA

GM/HBC suppliers:

Imperial Distributors
Auburn, MA

Book/Magazine suppliers:

Harrisburg News Co.
Harrisburg, PA

Own warehouse(s):

Frozen:
14 Rotterdam Industrial Park
Schenectady, NY
160,000 sq. ft.

Grocery:
501 Duaneburg Road
Rotterdam, NY

HBC:
501 County Lane
Voorheesville, NY
444,000 sq. ft.

Number of trucks operated: 50

Number of trailers operated: 200

FINANCIAL SUMMARY

2014	\$3,805,100,000 (e)
2013	\$3,727,000,000 (e)
2012	\$3,766,900,000 (e)

Public company: no

Online sales: no

KEY PERSONNEL

Chairman	Neil M. Golub
President/CEO	Jerel "Jerry" Golub
COO/Executive Vice President	Scott Grimmatt
CFO/Vice President, Finance	John Endres
CIO/Senior Vice President	Tracy Nolan
Senior Vice President/General Counsel	William Kenneally
Senior Vice President, Human Resources	Margaret Davenport
Senior Vice President, Human Resources	Leo Taylor
Senior Vice President, Operations	Mike Davidson
Senior Vice President, Store Planning	Dan Riccio
Vice President/Treasurer	Christine Maltbie
Vice President/Controller	Carol Cillis
Vice President, Administration	David Golub
Vice President, Architectural Design/Purchasing Services	Steven Duffy
Vice President, Associate Relations	Shelley Florence
Vice President, Budgets/Statistics	Michael Howard
VP, Center Store/Pharmacy/Senior Merchandising Coordinator	Angelo Cannistraci

Vice President, Construction/Engineering	Ryan C. Hill
Vice President, Construction/Real Estate	Don Orlando
Vice President, Consumer Services/Public Relations	Mona Golub
Vice President, Corporate Brands	Michael Cormier
Vice President, Deli/Foodservice	Troy Johnson
Vice President, Distribution	Bob Doyle
Vice President, Enterprise Business Systems	Daniela Allen
Vice President, Facilities	Benny Smith
Vice President, Floral/Produce Merchandising	Richard Reed
Vice President, General Merchandise/Grocery Merchandising	Scott Evans
Vice President, Internal Audit	Jon Finlan
Vice President, Legal Services	Christine Daniels
Vice President, Marketing Analytics	Glen Bradley
Vice President, Meat Merchandising	Jason Resner
Vice President, Meat/Poultry Merchandising	Larry Ritzert
Vice President, Perishables	Mark Brown
Vice President, Pharmacy	Kathleen Bryant
Vice President, Seafood	Lee French
Vice President, Supply Chain	Mark Chandler
Vice President, Talent Management	Paul Rollins
Vice President, Taxation	Anne Davis
Vice President, Taxation	Elaine Garner
Vice President, Transportation/Warehousing	Robert Doyle
Regional Vice President, Operations (Region 1)	Jody Plonski
Regional Vice President, Operations (Region 3)	Ed McManus
General Counsel	David Caruso
Director, Administrative Efficiencies/Continuous Improvement	Jason Kennedy
Director, Associate Relations (Retail)	Sharon Gerasia
Director, Bakery Merchandising	Jay Mandrillo
Director, Beverage/Food	Bobby Reding
Director, Business Intelligence/Pricing	Sean Weiss
Director, Center Store (General Merchandise/Nonfoods)	Michael Desimone
Director, Construction	Joe Brousseau
Director, Construction	Chester Pennacchia
Director, Consumer Insights/Digital Marketing	Heidi Reale
Director, Corporate Brands/Specialty Foods	Mike DeJulio
Director, Design	Elizabeth Peters
Director, Finance	Bev Akin
Director, Finance	Leo O' Connor
Director, Finance	Alan Poskanzer
Director, Grocery Merchandising/Sales	Thomas Tomaselli
Director, Grocery Purchasing	Karen Cimmino
Director, Human Resources	George Coleman
Director, Insurance/Workers' Compensation	Robert Allen
Director, Marketing	Ken Robb
Director, Meat Merchandising	Paul Beletsky
Director, Merchandising Services	Robert Reagan
Director, Network Engineering/Operations	William Hull
Director, Non-Resale Purchasing	Rick Mausert
Director, Produce	Michael Newkirk
Director, Real Estate	Thomas Hayden
Director, Sales Planning	Jamie Bouchard
Director, Security	Scott Ziter
Director, Supply Chain	Bernard L. Socha Jr.
Director, Training	Mike Miller
Director, Transportation	Dave Schmitz
Director, Vendor Income Programs	Jane N. Golub
Director, Warehousing Operations	Bill Bishop
Director, Zone (Region 3)	Terry Jerauld
Director, Zone (Region 6)	Pat Iannotti
Director, Zone (Region 7)	Andrew White
Director, Zone	Hal Brown
Director, Zone	Bob Hewitt
Director, Zone	Frank Manion
Director, Zone	Scott Sabatino
Director, Zone	Steve Speelman

Senior Manager	Dave Mongillo
Accounting Manager	Jan Dolan
Accounting Manager	Sheila Nagengast
Advertising Manager	John Akots
Brand Marketing Manager	Meagan Handford
Category Management Manager	Chuck Cassaro
Communications Manager	Cindy Breslin
Communications Manager	Barbara Page
Continuous Improvement Manager	Josh Weinstock
Design Manager	Ray Caouette
Human Resources Manager	Peg Porpeggia
IS Manager	George Beaudoin
IS Manager	Barb Glasser
IS Manager	David Murray
IT Manager	Anthony Chiarella
IT Manager	Matt Culley
IT Manager	Mike Glass
IT Manager	Bruce Nelson
Pricing Manager	Mike Parry
Social Responsibility Manager/Environmental Specialist	Joseph Berman
Sales Manager	Wayne E. Fitchett
Community Relations Manager	Pam Cerrone
Lead Senior Applications Architect/Digital Strategist	Thom Riley
Senior Meat/Poultry Buyer	Mike Schuppe
Head Buyer	Linda Moffett
General Merchandise Buyer	Lynne Lansley
General Merchandise Buyer	Sean O'Bryan
Senior Bakery Category Manager	Alyson Kretser
Senior Category Manager	Kevin Schulke
Baby/Housewares/Pet Category Manager	Dawn Byrnes
Center Store Category Manager	John Nolan
Floral Category Manager	Melissa Gallagher
Foodservice/Specialty Category Manager	Christopher Boyle
Frozen Category Manager	Dan Razzano
Grocery Category Manager	Elisabeth Cassella
Meat Category Manager	Joseph Lepera
Pharmacy Category Manager	Mark Laurin
Produce Category Manager	Earl Cronk
Produce Category Manager	Lenny Siegel
Category Manager	Keith Baratier
Category Manager	Charles Benberry
Category Manager	Dave Colomb
Category Manager	Ron Fenoff
Category Manager	Ken Kantner
Category Manager	Henry King
Category Manager	Christina Onderdonk
Category Manager	Kimberly Somelofske
Inventory Specialist	Terri Cooper
Pharmacy Specialist	Stephen Beecher
Pharmacy Specialist	Ericka Digioia
Pharmacy Specialist	Ericka Montagino
Human Resources Specialist	Jason Gabree
Pharmacy Specialist	Rob Arthurs
Senior Shopper Marketing Coordinator	Maritza Santos
Advertising Coordinator	Nancy Fiorini
Marketing Coordinator	Christine Tatko
Labor Analyst	Alicia Ramirez
Facility/Maintenance Supervisor	Daniel Rucinski
Facility/Maintenance Supervisor	Kevin Zoeller
Recruitment Supervisor	Paul Riley
Senior Nutritionist	Ellie Wilson

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