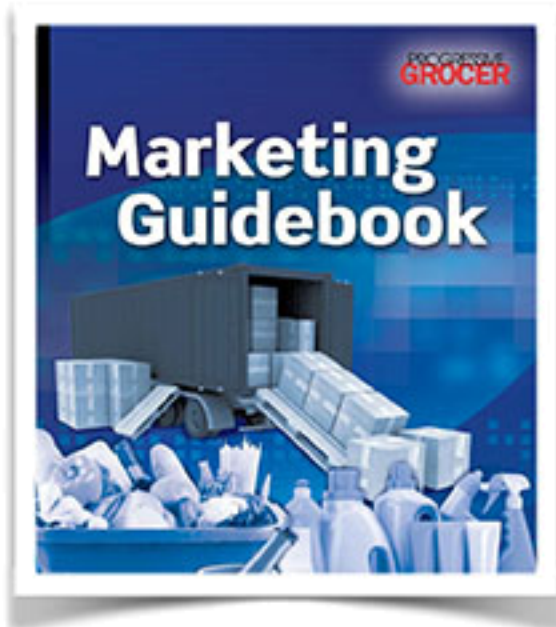


Marketing Guidebook

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: Aug 1, 2017

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

LATEST COMPANY NEWS

[Dunkin' Donuts, Price Chopper Partner in KS »](#)

[Topco recognizes members, suppliers for outstanding partnerships »](#)

[Topco Awards Retailer, Wholesaler Members for Outstanding Partnerships »](#)

[4th Ground-up Market 32 by Price Chopper Store Opens »](#)

[Topco Adds to Board of Directors »](#)

OPERATING DATA

Total number of stores: 136
Total stores 2016: 136
Total stores 2015: 136

Store types:

Conventional supermarkets 15
Super stores 121

Corporately-owned: 136

Store operating names:

Market 32 14
28,000 - 57,000 sq. ft.
Market Bistro by Price Chopper 1
77,000 sq. ft.
Price Chopper 121
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, grocery home delivery, grocery pickup service, 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: 2017: 2

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 (10), 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, Clear Value, Full Circle, PICS by Price Chopper, Price Chopper, Price Chopper Naturals, Top Care

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

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

2016	\$3,858,400,000 (e)
2015	\$3,816,000,000 (e)
2014	\$3,805,100,000 (e)

Public company: no

Online sales: yes

NEW AND NOTEWORTHY

In August, 2016, it was reported that Price Chopper/The Golub Corp., Schenectady, NY is considering a sale. The company responded that it will not comment on "rumor and innuendo" but did confirm that it will "explore capital partnerships to accelerate the conversion of Price Chopper stores to the new Market 32 banner."

In January, 2017, it was reported that AB Acquisition LLC/Albertsons Safeway, Boise, ID has abandoned talks to acquire Price Chopper/The Golub Corp., Schenectady, NY for around \$1 billion, which was first reported last November. Neither company has commented on the matter at this time.

TECHNOLOGY NEW AND NOTEWORTHY

In March, 2016, Price Chopper/The Golub Corp., Schenectady, NY began utilizing Park City Group's scan-based trading solution to support its new go-to-market strategy for DSD vendors.

In June, 2016, Price Chopper/The Golub Corp., Schenectady, NY signed with SparkShopper, an Albany, NY-based marketing firm that specializes in shopper and digital strategy and solutions that engage shoppers while driving sales for retailers.

In October, 2016, Price Chopper/The Golub Corp. partnered with San Francisco, CA-based prescription management solutions provider mscripts, to offer a mobile app that helps customers manage prescriptions online. With the app, customers can order medication refills by prescription number or scanned images, as well as receive status updates, reminders and access to prescription history.

KEY PERSONNEL

Chairman	Neil M. Golub
Vice Chairman	Jerel "Jerry" Golub
President/CEO	Scott Grimmett
CFO/Vice President, Finance	John Endres
Executive VP, Administration (Distribution/HR/IT/PR/RE)	Leo Taylor
Executive Vice President, Marketing/Merchandising/Sales	Blaine Bringhurst
Senior Vice President, Operations	Dean Little
Group Vice President, Merchandising	Scott Evans
Vice President/Treasurer	Christine Maltbie
Vice President/Controller	Carol Cillis
Vice President, Budgets/Statistics	Michael Howard
Vice President, Center Store	Michael Cormier
Vice President, Center Store (Grocery/GM/HBC)	Thomas Tomaselli
Vice President, Consumer Services/Public Relations	Mona Golub
Vice President, Deli/Foodservice/Seafood/Specialty Cheese	Lee French
Vice President, Distribution/Engineering	Bob Doyle
Vice President, Enterprise Business Systems	Daniela Allen
Vice President, Facilities	Benny Smith
Vice President, Floral/Produce Merchandising	Richard Reed
Vice President, Human Resources Operations	Mike Miller
Vice President, Legal Services	Christine Daniels
Vice President, Marketing Analytics	Glen Bradley
Vice President, Meat/Packaged Deli/Seafood Merchandising	Jason Resner
Vice President, Pharmacy	Kathleen Bryant
Vice President, Taxation	Anne Davis
Regional Vice President, Operations (Region 1)	Jody Plonski
Regional Vice President	Frank Manion
Director, Accounting	Jan Dolan
Director, Architectural Development/Business Intelligence	Thom Riley
Director, Bakery Merchandising/Sales	Jay Mandrillo

Director, Benefits/Compensation	Peg Porpeglia
Director, Center Store	Dave Mongillo
Director, Community Relations	Pam Cerrone
Director, Foodservice	John Mazzacco
Director, Grocery Purchasing	Karen Cimmino
Director, In-Store Marketing Programs	Jane N. Golub
Director, Meat Merchandising	Paul Beletsky
Director, Merchandising Services	Robert Reagan
Director, Network Engineering/Operations	William Hull
Director, Own Brands	Christina Onderdonk Stipe
Director, Sales Planning	Jamie Bouchard
Director, Security	Scott Ziter
Director, Supply Chain	Bernard L. Socha Jr.
Director, Transportation	Dave Schmitz
Director, Warehousing Operations	Bill Bishop
Director, Zone	Bob Hewitt
Director, IT	Don Wheatley
Director, Zone	Scott Sabatino
Senior Product Quality Control Manager	Alyson Kretser
Communications Manager	Cindy Breslin
Consumer Trends/Lifestyles/Nutrition Manager	Maureen Murphy
IS Manager	George Beaudoin
IT Manager	Bruce Nelson
Sales Planning Manager	Katie Mink
Senior Alcoholic Beverages Category Manager	Kevin Schulke
Dairy Category Manager	Ron Fenoff
Dairy/Frozen/General Merchandise/HBC Category Manager	Wayne E. Fitchett
Foodservice/Specialty Category Manager	Christopher Boyle
General Merchandise Category Manager	Sean O'Bryan
Grocery Category Manager	Elisabeth Cassella
Meat Category Manager	Kimberly Somelofske
Pharmacy Category Manager	Mark Laurin
Category Manager	Ken Kantner
Senior Talent Acquisition Specialist	Paul Riley
Consumer Insights Specialist	Sam Trimboli
Pharmacy Specialist	Stephen Beecher
Regional Talent Management Specialist	Tina Graziane
Pharmacy Specialist	Ericka Digioia
Senior Nutritionist	Ellie Wilson

NOTE: Personnel in blue have a personal e-mail available in Advantage version. Call 813 713-4301 or email klopez@stagnitomail.com to upgrade your subscription.

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