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Giant Carlisle, a Division of Ahold USA, Named 2010-2011 Apple Merchandiser of the Year
Commitment to Quality, Value and Outstanding Merchandising Efforts Leads to National Recognition

Camp Hill, PA – July 28, 2011 – Today, Giant Carlisle, a division of Ahold USA, received the 2010-2011 Apple Merchandiser of the Year Award from the National Apple Month program. Nominated by apple industry members, Giant Carlisle won the honor for its exceptional level of merchandising support and promotional efforts for apples and apple products throughout the year.

According to Roger Pepperl, Marketing Director for Stemilt Growers Inc., who nominated the division, "Giant Carlisle does an outstanding job of merchandising apples. They have a great merchandising team who is committed to

developing both the conventional and organic apple categories through regular promotions. They execute well on promotions by building large displays at the right locations in their stores. Giant Carlisle values category reports and uses them alongside shipper recommendations to plan promotions."

Pepperl added, "Above all else, Giant Carlisle is committed to providing their shoppers with fresh, quality apples in the right variety mix that will keep their interest throughout the year in order to drive demand. They are very deserving of this award!"

Jeff Beaulieu, VP Sales and Merchandising at Giant Carlisle, said, "The apple category is very important to our overall strategy within the produce department at Giant Carlisle. We take great pride in our merchandising, quality and presentation of the apple category, with a focus on our customers. We have a very strong partnership with the best apple growers that supply the highest quality and outstanding variety of apples to our consumers."

Accompanying Beaulieu to accept the award today at the Giant Super Food Store in Camp Hill, PA were John Ponnett, Director, Fresh Sales and Merchandising at Giant Carlisle; Patrick Killiany, Category Manager, Produce Merchandising at AHOLD USA Retail; Lynn Perry, Procurement Manager at AholdUSA; and Dan Mccullough, VP Produce Merchandising at AholdUSA. Presenting the award were Norm Carpenter, National Merchandising Manager for Stemilt Growers, Inc.; Allison Parker, Director of Consumer Health and Education at the U.S. Apple Association; and Gordon Hochberg from *The Produce News*.



Jeff Beaulieu, VP Sales and Merchandising, Giant Carlisle; John Ponnett, Director, Fresh Sales and Merchandising, Giant Carlisle; Allison Parker, Director of Consumer Health and Education at the U.S. Apple Association and Gordon Hochberg from *The Produce News*

National Apple Month and *The Produce News* co-sponsor the award which includes a \$1,000 donation to the winner's charity of choice. This year, Giant Carlisle chose to donate to "[Our Kids](#)," Giant Carlisle's Foundation which supports Children's Miracle Network Hospitals in their operating areas.

About GIANT/MARTIN'S

Headquartered in Carlisle, Pennsylvania, GIANT/MARTIN'S is a leading retail grocer in Pennsylvania, Maryland, Virginia and West Virginia with more than 180 stores, operating under the names of GIANT Food Stores and MARTIN'S Food Markets and employing over 31,000 associates. Founded in 1923, GIANT and MARTIN'S have a long-standing commitment to eradicate hunger and improve the quality of life for children in addition to working with hundreds of local organizations annually. GIANT/MARTIN'S was awarded the 2010 Golden Grocer Award by the U.S. Department of Agriculture for its leadership in the fight against hunger. In addition, GIANT/MARTIN'S is one of the top ten fund-raisers in the country for local Children's Miracle Network hospitals. GIANT and MARTIN'S are Ahold companies. For more information visit www.GiantFoodStores.com and www.MartinsFoods.com.

About National Apple Month:

Founded in 1904, National Apple Month is the only national, generic apple promotion in the United States. NAM was created to increase apple industry sales, consumer awareness and usage of apples and apple products.

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