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Super 1 Foods Stores launches In-Store Discount Program

Super 1 Foods stores in Texas, Louisiana and Arkansas recently kicked off a new marketing and merchandising program called “Super Shockers” with a goal of increasing customer awareness of unexpected in-store values.

“Our ‘Super Shockers’ program is about delivering more every day super savings to our shoppers during tough economic times when families are trying stretch every food dollar,” said Gregg Skelly, SVP-Super 1 Foods division of parent company, Tyler, Texas-based [Brookshire Grocery Co.](#)

In the program, four items, priced at easily recognizable values, are rotated every two weeks between market, produce, dairy, grocery and non-foods categories. The special deals are only available for two weeks or until allotted deal quantities have sold out. The program is promoted in the stores’ weekly ad, but items and prices are revealed in the store.

“This program supports our overall strategy of delivering value to shoppers at our 31 Super 1 Foods stores,” said Super 1 Foods marketing supervisor Jim Bodenhamer.

“Super Shockers” are intended to bring some fun and excitement to the Super 1 Foods shopping experience and are identified by and supported with displays and distinctive in-store and out of store signage, including. pump toppers at the fuel center, large signs at the entrance, and special shelf tags.

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