



Official Press Release

Aurora Grocery Group Expands Gala Foods Supermarket Chain

Seven (7) new locations have been added to Gala Foods supermarkets as of June 2018. The expansion makes a total of 24 supermarkets for the Aurora Grocery Group, the East Coast based Parent Company of the Gala Foods and Gala Fresh Farms brands, spanning from Connecticut to North Carolina.

For nearly 40 years, the family owned and operated Aurora Grocery Group, licensed their initial locations under the Compare Supermarket name. After reaching the end of the licensing agreement, they merged seven locations under their own Gala Foods chain of supermarkets after having done the same with two previous locations.

“The wonderful thing about this transition is that all the qualities customers have come to know and love us for and the family friendly atmosphere we deliberately created is still the same,” said Jenny Jorge, General Secretary for the Aurora Grocery Group Board of Directors. “This is not a change in management, it is a name change. None of the things that you love are gone.”

The newly rebranded supermarkets have already undergone major remodels of the interior and extensive technological upgrades of the Point of Sale Systems with many more perks to come. Amongst them continued commitment to employee training, a customer loyalty program and an improved ecommerce experience that will feature a new website and, most notably, delivery and online shopping options.

“Our customer is constantly evolving. As their neighborhood grocery destination whose mission is to provide the best supermarket experience to the communities we serve, we will continue to evolve with them,” stated Katherine Cardenas, Aurora Grocery Group Marketing Director.

The Aurora Grocery Group’s core values – Family, Connection and Contribution – hold even more true as the expansion of the brand is underway. Consumers of the newly named Gala Foods supermarkets can expect more of the same...and even better!