



Contact:

Faith Weiner  
Stop & Shop  
Work: (617) 770-6025  
[fweiner@stopandshop.com](mailto:fweiner@stopandshop.com)

Ashley Cheng  
Weber Shandwick, for Stop & Shop  
Work: (617) 520-7109  
Cell: (512) 791-0387  
[ashley.cheng@webershandwick.com](mailto:ashley.cheng@webershandwick.com)

## **MEDIA ADVISORY/PHOTO OPPORTUNITY**

### **Stop & Shop Reveals Newly Remodeled Store in Trumbull, CT**

*Grocery Chain Celebrates Beginning of New Era at Unveiling Event*

On Friday, October 10, Stop & Shop will host a ribbon cutting ceremony to unveil its newly remodeled store in Trumbull, CT. After four months of extensive construction, customers will now be greeted with a state-of-the-art supermarket with more than 100 fresh prepared foods and new technology designed to simplify customers' lives, such as:

- **SCAN IT!** - an Easy Shop hand-held device that allows customers to scan and bag groceries while they shop
- **ORDER IT!** - a digital kiosk that helps customers avoid lines at the deli counter by allowing them to place their order digitally and continue shopping.
- **WEIGHT IT!** - a one-stop station in the produce department where customers can weigh, price and bag their fresh fruits and produce.

This also marks the first opportunity to witness a Stop & Shop store receiving the new exterior signage following the company's refresh announcement on August 22. The new logo is designed to usher in a new era for the region's oldest grocery chain and is part of a company-wide store refresh designed to engage customers and simplify the shopping experience.

On hand for the ribbon cutting will be **First Selectman Ray Baldwin** and **Director of Economic Development Deborah Cox**.

**WHAT:** Unveiling of Stop & Shop's newly remodeled store in Trumbull, CT  
High-resolution images of the new logo available upon request

**WHEN:** Friday, October 10, 2008  
10 a.m.

**WHERE:** Super Stop & Shop  
100 Quality Street  
Trumbull, CT 06611

**###**