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## **New England grocery business joins Wakefern**

December 1, 2020

Wakefern Food Corp. announced that Madison Foods, a third-generation family grocery business, has joined the Wakefern cooperative with plans to convert three Save A Lot stores to Price Rite Marketplace stores in Massachusetts.

Owned and operated by the Slawsby family, Madison Foods is a successful, local business in the Boston area. The family company will begin converting their Save A Lot stores to Price Rite Marketplace — a registered trademark and banner of Wakefern Food Corp. — in the coming weeks.

Customers can expect their favorite store features to remain — including experienced butchers and a variety of ethnic foods and value products — as the locations are renovated and new exclusive brands

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added. Customers will also notice new advertising circulars with special deals for the Price Rite Marketplace locations.

“We will continue to provide all the things our customers know and love while adding more variety and award-winning store brands that the Wakefern cooperative offers,” said Todd Slawsby, president of Madison Foods who runs the business with his father, Harold, and brother, Jonathan. “This is the exciting next chapter in my family’s history in the grocery business. I want to thank shoppers for their support and patience as we undertake rebranding efforts and make the change to Price Rite Marketplace.”

The Slawsby family has been operating grocery stores in the Boston area since the 1940s, when Harold’s father, Ben Slawsby, started a meat market in Dorchester that eventually became Capitol Foods, a 10-store supermarket chain.

“I am excited to welcome the Slawsby family to our Wakefern cooperative, which is made up of family-owned, independent grocers with a 75-year history in the supermarket business,” said Joseph S. Colalillo, chairman and CEO of Wakefern Food Corp. “These stores will expand the Price Rite Marketplace brand in the Boston area and bring the Price Rite commitment of value and quality to the communities of Roslindale, Roxbury, Brockton and Dorchester.”

The new Price Rite Marketplace locations will also offer several Wakefern Own Brand products, including the Bowl & Basket and Paperbird lines. Shoppers will also be able to purchase Wakefern’s Wholesome Pantry brands, which include the Wholesome Pantry Organic line as well as a range of products free from artificial additives and preservatives.

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