



Ahold Delhaize USA Services Company, Retail Business Services, Honored with Global Private Brand Design Awards

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SALISBURY, N.C. – For the second year in a row, the private brands team at [Retail Business Services](#), the services company of Ahold Delhaize USA, has been honored with two [VERTEX](#) awards for the packaging design of its Taste of Inspirations and Etos private brand products. The organization received a silver award in the New Brands category for its Taste of Inspirations packaging and design, and a bronze award in the Beauty category for Etos mini bath bombs. The awards were presented at an event held May 1-2 in Charlotte, N.C.

“In private brands at Retail Business Services, our mission is to perfect the expected and delight with the unexpected,” said Juan De Paoli, SVP, Private Brands for Retail Business Services. “Innovative packaging design is one of the ways we deliver an engaging product for consumers. We’re especially proud to have been selected from among some of the best in private brand design – not only in the U.S., but across the globe.”

Retail Business Services makes private brand offerings available to the local brands of Ahold Delhaize USA, including in Food Lion, Giant Food, GIANT/MARTIN’S, Hannaford, Peapod and Stop & Shop. In addition to the Taste of Inspirations and Etos lines, other private brands offerings from Retail Business Services include: Nature’s Promise, CareOne, Smart Living, Always My Baby, Companion, Limited Time Originals, Guaranteed Value, Cha-Ching and retailer namesake lines.

This year’s awards build on Retail Business Services’ track record of success in packaging design. In 2018, the company took home VERTEX awards in the Limited Time Holiday Originals, Beauty and Store Private Brands categories.

VERTEX is an international awards competition honoring innovation in private brand design and products. This year, the event attracted entries from 33 countries. The awards are judged by a panel of industry experts from around the world and awarded based on creativity, marketability and innovation. The awards were created by Christopher Durham the president of *My Private Brand* and Phil Russo the publisher of *Global Retail Brands*.

VERTEX Awards

The Retail Business Services private brands team shows off their VERTEX Awards. **Left to right:** Anthony O'Donnell, Elisabete Roquette, Dina Dembicki, Cameron Parson, Marygrace Bianco, Paul Skozilas, April Snider, Tommy Tran, Jordan Stine, Amy McClamrock and Cathy Horvath.

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About Retail Business Services

Retail Business Services, LLC, is the services company of Ahold Delhaize USA, currently providing services to six East Coast grocery brands, including Food Lion, Giant Food, GIANT/MARTIN'S,

Hannaford and Stop & Shop, as well as the country's largest online grocery retailer, Peapod. Retail Business Services leverages the scale of the local brands to drive synergies and provides industry-leading expertise, insights and analytics to local brands to support their strategies with services including Information Technology, Merchandising, Marketing & Sourcing Services, Private Brand Products, Pharmacy Services, Not for Resale, Store Services, Financial Services, Legal Services, Communications, Supply Chain and People Systems and Services. For more information, visit www.retailbusinessservices.com.

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