

## **ACOSTA LAUNCHES ACOSTA GROUP, ALIGNING COLLECTIVE OF AGENCIES TO LEAD IN NEW ERA OF COMMERCE**

Delivering Unmatched Insight and Expertise, a Transformed Acosta Group Unlocks Growth for Brands, Retailers and Foodservice Providers in the Modern Marketplace

JACKSONVILLE, Fla. (Feb. 28, 2023) – Acosta today launched Acosta Group, a new unified brand for the company, aligning its omnichannel retail, marketing and foodservice agencies to provide seamless access to the company’s end-to-end solutions. Building on the company’s transformation and strategic investments over the past three years, this move distinctly positions Acosta Group as the leading driver of sales growth in the modern marketplace.

“We are operating in a new era of commerce that demands a diverse yet cohesive set of solutions that touch the consumer everywhere they buy,” said Brian Wynne, CEO of Acosta Group. “Across our agencies, we are investing in the expansion of our strategic capabilities and simplifying access to our suite of services. The promise of Acosta Group is to deliver frictionless, modern solutions that accelerate sales, share and profit growth for our partners, now and in the future.”

Brands, retailers and foodservice providers, ranging from CPG to consumer electronics, natural and specialty, fresh foods, health and beauty care, convenience, mass, club and more, rely on Acosta Group to connect consumers with their products in store, online and on the go. Acosta Group agencies serve more than 2,500 clients, including over 60 one-billion-dollar-plus brands and more than 300 local or entrepreneur-owned brands throughout North America and Europe.

“For more than 95 years, our clients and customers have trusted us to anticipate their needs and deliver what we promise,” said Wynne. “With Acosta Group, we are creating a platform that enables easy access to all of our agencies and helps brands and retailers achieve their full potential, regardless of their size or where they are in their lifecycle.”

### **ACOSTA GROUP AGENCIES**

Acosta Group agencies connect people with brands, at every point in the evolving consumer journey. The collective delivers end-to-end solutions including headquarters sales services, omnichannel retail solutions, in-store selling and training, integrated marketing, foodservice sales enablement and culinary solutions, and the most advanced data and insights. Access to proprietary first-party data combined with research and analytics allows Acosta Group to discover insights that drive long-term growth.

The Acosta Group pillar agencies are:

- **Acosta:** Omnichannel retail solutions and business intelligence including headquarter sales, digital commerce, back-office solutions, merchandising, revenue growth management, space and category management to grow share of shelf and increase sales across channels.
- **CORE Foodservice:** Progressive foodservice sales enablement and culinary innovation solutions that enable brands to sell to today's most influential foodservice operators.
- **Mosaic:** Integrated marketing capabilities, from in-store sales and training and experiential to brand building and national media campaigns, to drive action and impact.
- **Premium:** Sales and training, merchandising, and field technology to identify insights, grow sales and deliver quality execution for brands and retailers.
- **ActionLink:** Complex and specialized merchandising and in-store selling solutions for leading brands.

Acosta Group features several other branded agencies and capabilities that meet diverse client and customer needs across all verticals, categories and channels.

"While Acosta, CORE, Mosaic, Premium, ActionLink and other brands will remain distinct, standalone businesses within Acosta Group, our partners can expect the integrated cross-agency service and support that comes with the differentiated range of capabilities we provide," said Wynne.

## A STRONGER, TRANSFORMED BUSINESS & ORGANIZATION

Over the past three years, Acosta Group has transformed its business, investing significantly in its strategic capabilities and people. The company has:

- Created a full-service, digital commerce division providing digital strategy and content management services.
- Expanded revenue growth management services and advanced analytics.
- Modernized its in-store services to be more effective and efficient with data-led alerts, insights and artificial intelligence.
- Entered new categories, including consumer electronics, with market-leading clients and retailers.

Acosta Group has also acquired several leading agencies to expand its capabilities:

- CORE and TTS Marketing - solidifying the company's position as North America's leading foodservice agency.
- Premium - creating the largest shared retail execution workforce in the industry with the strongest mix of preferred relationships across retail verticals.
- Impact Group - establishing its position as the leader in natural, specialty, ethnic and emerging brands.
- OeP - adding comprehensive Amazon services to its digital commerce capabilities.



And, in December 2022, Acosta Group announced leadership and organizational changes to bolster the company's retail sales operations, digital commerce and commercial strategies, delivering enhanced solutions and outcomes for its clients and retail customers.

“Our transformation as an organization and our commitment to investing in our clients, customers, associates and business unlocks a universe of entirely new growth opportunities for Acosta Group and our stakeholders as we move forward,” says Wynne.

An Acosta Group microsite launches today featuring additional information about the company and its agencies.

### **ABOUT ACOSTA GROUP**

Acosta Group is a collective of the most trusted retail, marketing and foodservice agencies empowering brands and retailers to win in the modern marketplace. By delivering transformative, commerce-focused solutions and more than 95 years of expertise, Acosta Group connects brands with people at every point in the consumer journey.

Comprised of Acosta, CORE Foodservice, Mosaic, Premium Retail Services and ActionLink, Acosta Group understands and anticipates evolving consumer needs, fueling accelerated performance to connect tomorrow's commerce today. For more information, please visit [acosta.group](https://acosta.group).