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**Plaza West St. Croix and Plaza Tutu St. Thomas Debuts New Store Name, New Logo and Launches Brand Transformation Campaign.**

FOR IMMEDIATE RELEASE

Company Release

St. Croix and St. Thomas U.S. Virgin Islands Nov.16, 2020 /Public Relations

Plaza West St. Croix & Plaza Tutu St. Thomas (KAC357 INC.), a Hamed Company, is debuting a new store name, logo and brand transformation campaign, celebrating its love of all customers and associates, food-first culture, and long history as St. Croix's and St. Thomas' favorite grocer.

The Virgin Islands' favorite & largest grocery stores will now be called **The Market St. Croix and The Market St. Thomas**, respectively. The name change officially goes into effect on January 1, 2021. The Market's new brand launch has been in the making since 2015. As many have experienced over the past few years, there has been many improvements within our stores, more importantly, a recommitment to our local **community**, as well as to our **local agriculture**. The Market St. Croix & St. Thomas will continue to create a unique shopping experience that is designed to deepen the connection with customers and associates, today and into the future. We are excited to provide customers new convenient ways to shop, including a new state of the art website that allows online orders with convenient curbside pick-up service.

The Market St. Croix & St. Thomas are full service grocery stores with a large fresh deli featuring premium meats and cheeses and a large wine department stocked with world renowned wines and spirits. The Market also provides premium, fresh cut Angus Beef as well as other delicious chicken, pork and seafood; extensive selection of frozen foods and a wide range of club-pack items including dairy, grocery and household products. The produce department has the freshest selection of produce on island including organic, local and exotic fruits and vegetables.

The stores rich food history, reputation for serving customers, and modern technology will continue to drive innovation both internally among associates and externally among customers and other valuable stakeholders – **that breaks through the local grocery retail industry's sea of sameness**.

“The Market believes that everyone deserves to have access to fresh, affordable and delicious food, no matter who you are, how you shop or what you like to eat. The Market's winning combination of food experience & wide selection of products puts our team in a position to deliver a unique and enjoyable shopping experience.” Said Wally Hamed.

**Go Viral Social Media Agency** has been retained to execute the company's Brand Transformation Campaign. The agency will be focused on using their ingenuity and creative horsepower to help the iconic local grocer create a refreshed, stronger brand identity. As part of their strategy, Go Viral will be using local talent and influencers to accomplish the objectives. Local artist, **Adam O** has been retained as one of many brand ambassadors to help with the campaign.