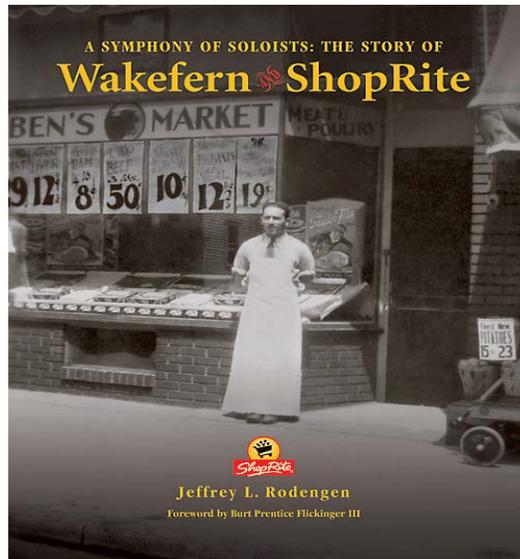


For Immediate Release



Write Stuff Enterprises announces the publication of

A Symphony of Soloists: The Story of Wakefern and ShopRite



November 2010, Fort Lauderdale, FL—Write Stuff Enterprises proudly announces the release of *A Symphony of Soloists: The Story of Wakefern and ShopRite*, by Jeffrey L. Rodengen.

“How can I do business if you’re selling me a can of peas for the same price a customer is paying at A&P?” That was the question Ed Casson, a Del Monte Foods salesman, was hearing over and over from independent grocers throughout post-World War II New Jersey.

Two such men were Sam Aidekman, who had a small market in Irvington, and Abe Kesselman, a grocer from East Orange. After listening to both men make similar statements, Casson suggested they meet and talk over their problems. Soon, the two grocers began meeting regularly to talk about buying cooperatively. They quickly included other grocers in their discussion—Dave Fern, Sam Garb, Albert Goldberg, and Louis Weiss. Together, with Al Aidekman and Bill Kesselman, these grocers formed a unique wholesale cooperative: Wakefern Food Corp. Their work ethic and enthusiasm was unbounded and they knew that as a co-op they could and would succeed.

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Write Stuff Enterprises, Inc. 1001 S. Andrews Avenue, Suite 120, Fort Lauderdale, FL 33316
Phone: 954-462-6657 Fax: 954-463-2220

As the co-op flourished, an innovative marketing and advertising plan evolved, and in 1951 the members named it ShopRite. ShopRite featured low prices and high volume. It offered the members the benefits of collective advertising and volume purchasing, and the independence to market to their specific community. ShopRite offered customers quality product at affordable prices.

Today, Wakefern is the largest retailer-owned co-op in the United States, posting \$11.7 billion in retail sales in 2009. Its 47 members own and operate supermarkets independently under the ShopRite banner throughout the Northeast and Mid-Atlantic regions. Wakefern and its member companies combined employ more than 50,000 people, making it one of the largest employers in New Jersey.

A Symphony of Soloists: The Story of Wakefern and ShopRite details how these few determined individuals armed with an idea not only shaped the retail grocery business in the Northeast, but also became a national leader in the supermarket industry. Now, the second, third, and even fourth generations of these grocers' families guide the unique and successful organization that is Wakefern.

A Symphony of Soloists: The Story of Wakefern and ShopRite is now available at fine booksellers nationwide for \$39.95 or directly from the publisher, Write Stuff Enterprises, at 1-800-900-Book (2665) toll free or (954) 462-6657. For additional titles, visit us on the Web at www.writestuffbooks.com.

Write Stuff Enterprises, based in Fort Lauderdale, FL, is the world's leading publisher of works on the evolution of industry and technology. Our mission is to bring to life, in full-color coffee-table-style books, the compelling stories of the great corporations, associations, and institutions that have revolutionized the world around us.

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