



Ahold Delhaize USA Strengthens Customer Loyalty Through Personalization, Earns Loyalty360 Industry Recognition

June 25, 2026

Recognition highlights the impact of personalization across brands

SALISBURY, N.C. – [Ahold Delhaize USA](#) and its brands are being recognized for industry-leading approach to personalization and customer loyalty, with multiple companies earning 2026 [Loyalty360](#) Best in Class Awards. The recognition reflects continued progress in delivering more relevant, value-driven experiences for the 26 million weekly customers Ahold Delhaize USA brands – Food Lion, Giant Food, The GIANT Company, Hannaford and Stop & Shop – serve each week. The recognition underscores the strength and consistency of the companies' customer engagement strategies.

Over the past year, Ahold Delhaize USA companies have expanded personalization capabilities, enhancing how they deliver relevant offers and experiences to customers. These efforts are driving stronger engagement and contributing to continued growth in customer loyalty, while helping shoppers access meaningful savings through tailored promotions and experiences.

This progress reflects the companies' abilities to scale personalization across the omnichannel ecosystem by leveraging data, insights and execution to deliver timely, relevant interactions. By embedding personalization at the center of marketing and loyalty strategies, Ahold Delhaize USA and its brands are creating more seamless experiences and strengthening long-term customer relationships.

"We're focused on delivering meaningful value in ways that feel personal and relevant for customers," said Meghan Galligan, Vice President of Omnichannel Marketing, Ahold Delhaize USA. "By scaling personalization, we're helping our brands strengthen loyalty with their customers and create more seamless experiences."

Ahold Delhaize USA's personalization capabilities are supported by technology partners, including [Sagarmatha](#), which helps enable scalable targeting and campaign execution for all five omnichannel grocery brands.

Ahold Delhaize USA companies continue to invest in personalization as part of the Growing Together strategy, focusing on delivering relevant experiences that deepen customer trust and deliver long-term growth.

About Ahold Delhaize USA

Ahold Delhaize USA, a division of global food retailer Ahold Delhaize, is part of the U.S. family of brands, which also includes five leading omnichannel grocery brands: Food Lion, The GIANT Company, Giant Food, Hannaford and Stop & Shop. When considered together, the companies of Ahold Delhaize USA comprise the largest grocery retail group on the East Coast and the fourth largest in the nation, serving 26 million omnichannel customers each week. Ahold Delhaize USA was recently recognized as a Top Employer in the U.S. by the Top Employers Institute for the second consecutive year, underscoring the company's commitment to cultivating an exceptional, people centered workplace. For more information, visit www.adusa.com.

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