

Date: Nov. 2, 2007

Client: KSS



Supermarket News

Brookshire Brothers Gives Marketing Award to Tech Vendor

Nov 2, 2007 8:00 AM

LUFKIN, Texas — Brookshire Brothers Grocery here has recognized KSS Retail as its Marketing Vendor of the Year, the first time the award has been given to a technology company, KSS, Florham Park, N.J., announced yesterday. The annual award, previously presented to such companies as Coca-Cola, Miller Brewing and Frito-Lay, recognizes outstanding contributions made by a vendor to Brookshire's business. Brookshire Brothers has been able to capture significant financial results using the KSS Retail price optimization solution for regular and promotional pricing. "The KSS Retail team has been great to work with, and using its price optimization solution, we have realized more than double the return we were expecting," said Kevin Flanagan, vice president of marketing at Brookshire Brothers, in a statement.