



News Release

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ROYALS AND PRICE CHOPPER ANNOUNCE LONG-TERM GROCERY PARTNERSHIP

KANSAS CITY, MO – The Kansas City Royals and Price Chopper announced last Wednesday, January 18, that the local grocery store group will now be the “Official Grocer of the Kansas City Royals.”

To celebrate the new partnership, Price Chopper and the Royals will held an event today at the Price Chopper located at 1030 W. 103rd St., Kansas City, Mo. Members of both the Royals front office and Price Chopper spoke about the exciting new partnership. Royals pitcher Ian Kennedy, Royals Hall of Famer John Mayberry, KayCee and members of K-Crew were also in attendance.

"The Royals are proud to welcome Price Chopper to our family of partners," said Michael Bucek, Royals Vice President of Marketing and Business Development. "Our fans will enjoy new amenities at The K and a wide range of new programs that we will introduce in the 2017 season."

The partnership includes several elements implemented for the 2017 season, highlighted by Price Chopper's commitment to the Royals Community Champions program. Price Chopper, the inaugural Community Champion partner, will work closely with many Royals Charities programs and events. Price Chopper has already agreed to help renovate two youth baseball fields this year as a part of the Royalty Fields initiative. Other programs will include involvement with Reviving Baseball in the Inner City (RBI) Clinics, Greater Kansas City Day, Diamond of Dreams and several other special nights at Kauffman Stadium.

"We are very proud to be reuniting these two great Kansas City brands," said Peter Ciacco, Price Chopper President & CEO. "Both Price Chopper and the Royals have a long-standing commitment to Kansas City, and together we'll be able to impact the Kansas City community in an even larger way. Additionally, we're excited to be part of the experience at Kauffman Stadium, and to bring the excitement of the Kansas City Royals into our stores."

As mentioned above, the Royals/Price Chopper partnership will feature other new elements, including amenities at Kauffman Stadium and Royals ticket packages throughout the season. Details will be announced at a later date. Fans will be able to purchase Royals tickets at all Price Chopper locations in the greater Kansas City area stores.

About Price Chopper

Price Chopper's 51 Kansas City stores are locally owned by the Ball, Cosentino, McKeever, and Queen families, all of whom live in Kansas City and oversee store operations on a daily basis. For 37 years, the owners and employees of Price Chopper have been committed to providing the highest quality products

and top-of-the-line customer service to the thousands of customers they serve every day. For more information, please visit www.mypricechopper.com.

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