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*****FOR IMMEDIATE RELEASE*****

Statement from the National Supermarket Association (NSA) in regards to Accusations of Price Gouging in the New York Area

(New York, NY) – William Rodriguez, President of the National Supermarket Association (NSA) and Elizabeth Peralta, Executive Director of the National Supermarket Association (NSA), which represents the interests of more than 400 independent supermarket owners in New York and other urban cities throughout the East Coast, released the following statement today following numerous accusations of price gouging.

"We have made it clear to our membership that price gouging is an abhorrent act and an unacceptable practice in any situation, particularly in the middle of a global pandemic. The reality is that our members are NOT price gouging. We are seeing a tremendous amount of misinformation from the media causing false accusations and irreparable harm to our members' reputation in the community.

The truth is that some prices have increased due to supply chain logistics. For example, the cost of eggs has tripled in price for supermarkets. We believe even more confusion comes from the fact that our stores are no longer able to offer 'manager sales' which our customers have become accustomed to. This is because those sales are not being offered to us. Let's use 20 oz. pasta as an example. This item basically never sells at its regular price, meaning more often than not, there is a sale on 20 oz. pasta. However, in COVID-19 era, supermarkets are no longer being offered a deal through their suppliers and therefore they cannot pass it on to the consumer. They have no choice but to sell 20 oz. pasta at regular price, a price which consumers are not familiar with.

Supply chain dynamics are complicated but we believe it's important for the public to understand that what we're seeing is an unprecedented amount of demand stretching our supply chain at every link and the consequences are starting at the top and working their way down to the consumer. The important thing to take away is that our stores are not 'making money' off of our customers during this pandemic. Rest assured that if the customer is paying more for an item, the supermarket is too.



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Our owners and employees are working tirelessly to ensure that shelves are stocked and New Yorkers have what they need during these trying times. We are short-staffed due to illness and fears of COVID-19 and our existing staff are exhausted. Our members are following the guidelines set forth by the Centers for Disease Control and Prevention (CDC) and the NYC Department of Health and Mental Hygiene (DOHMH) on cleaning protocols and social distancing. We are doing everything within our power to protect our staff and our customers.

NSA stores are located in the neighborhoods most impacted by COVID-19 and The last thing our members want is to take advantage of communities they've served for years and will continue to serve for years following this pandemic.”

Best,

William Rodriguez

NSA President

Elizabeth Peralta

NSA Executive Director