



**Price**



**Pride**

**THE TIME HAS COME  
TO PUT PRICE & PRIDE  
TOGETHER AGAIN.**

Price & Pride.  
Side by side.  
Shoulder to shoulder, we worked together at A&P for over 100 years.  
That's what made the Great A&P great.  
Then Blooey!  
The grocery business changed.  
And Pride was forced to take a back seat.  
He suffered quietly.  
And A&P suffered, too.  
Things weren't always so great at the Great A&P.  
We know it.  
You know it.  
Price without Pride is no bargain.  
The time has come to put Price & Pride together again.

**If we can't do it, nobody can.**