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**PEMBROKE, N.H. —June 16, 2026** — Associated Grocers of New England has officially become **Associated Grocers Northeast**, marking a new chapter in the cooperative’s continued growth and evolution.

The new name reflects the organization’s expanding footprint beyond New England into New York, northeastern Pennsylvania, and the broader Northeast region, while reinforcing its long-standing commitment to supporting independent retailers.

Over the years, the cooperative’s name has evolved alongside its business. From Associated Grocers New Hampshire to Associated Grocers of New England, each name has reflected the organization’s geographic reach and its role as a trusted partner to independent grocers. Today, Associated Grocers Northeast more accurately represents the markets, communities, and retailers the cooperative serves. “This rebrand reflects who we are today and where we are headed,” said Mike Violette, President and CEO. “While our name and look are changing, our mission remains the same: supporting independent retailers with the service, resources, and partnerships they need to compete and grow.”

As part of the transition, Associated Grocers Northeast has also introduced a new logo and refreshed brand identity. Retailers, vendors, partners, and customers will begin seeing the new identity across company communications, digital platforms, facility signage, and fleet trucks in the months ahead. Although the name, logo, and visual identity are evolving, the cooperative ownership, people, relationships, and commitment to service remain unchanged.

Associated Grocers Northeast will continue supporting independent retailers across the region with wholesale distribution, merchandising support, marketing services, retail programs, and business resources designed to help local grocers succeed.

### **About Associated Grocers Northeast**

Associated Grocers Northeast is a retailer-owned cooperative headquartered in Pembroke, New Hampshire, celebrating its 80th anniversary this year. The cooperative supports independent grocers across the Northeast with distribution, merchandising, marketing, retail support, and business services.

Delivering the right goods, to the right customer, at the right time, for the right price!