DIGITS Agency and Associated Food Stores Partner to Launch Regional Retail Media Network

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MINNEAPOLIS, MN, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- DIGITS Agency, a leader in retail media strategy and execution, is excited to announce a partnership with Associated Food Stores (AFS) to launch a regional Retail Media Network (RMN). The launch will begin with a pilot beginning in Q4 2026 and a full-scale CPG program launch set for Q1 2027.

The network will initially focus on AFS's owned and operated retail banners, opening vast new reach for brands in high-loyalty regional markets across the Intermountain West, while allowing AFS to stay focused on supporting its retailer-owners.

Initial AFS RMN Banners

The initial phase of the network spans 45 stores across Utah and Nevada, under the following AFS-owned and operated banners:
Macey's
Fresh Market
Lin's Fresh Market
Dan's Market
Dick's Market

AFS is a major regional player based in Utah, serving independent grocers across eleven intermountain states. This initial launch lays the groundwork for future expansion into AFS's broader network of almost 500 independently owned supermarkets.

A Full-Service Media Stack

The AFS Retail Media Network, powered by DIGITS, will launch with a full suite of digital and in-store media tactics, including:
On-site search and display advertising
Off-site programmatic display
Social advertising
Digital coupons
In-store digital screens

Brands will work directly with the DIGITS team rather than through a third party, and with the addition of AFS, DIGITS now supports the largest network of regional grocer retail media programs under full-service management in the country.

"Our retailers are committed to playing central roles in their communities and demonstrating a level of care and service that is difficult to the big national chains to replicate," said Jason Sokol, vice president of marketing at Associated Food Stores and sponsor of the initiative. "DIGITS gives our supplier partners a direct, professional way to reach our shoppers, and gives our retailers a retail media program built for how we actually operate. This is a meaningful step forward for our cooperative."

Built for Scale and Ease of Use

DIGITS will provide full-service execution, allowing AFS to remain focused on retail operations while brands gain a streamlined campaign process. The RMN is structured so that brands approve campaigns without needing to manage execution directly. "Associated Food Stores has spent more than 85 years helping independent grocers compete and win," said Dave Glaza, Founder and CEO of DIGITS. "Launching with 45 stores across Utah and Nevada is just the beginning. AFS serves independent grocers across eleven Intermountain states, and this partnership positions DIGITS as the largest full-service management agency for regional grocer retail media networks in the country."

Media With a Plan

The RMN will also offer:
Annual program commitments for strategic planning
Expert DIGITS managed service integrating best-in-class technologies across on-site, off-site, social, and in-store channels
Audience targeting strategies for efficient media use
Performance tracking across all placements

This launch positions Associated Food Stores as a strong regional player in retail media, with the tools and structure that brands expect from top-tier partners, and reinforces DIGITS' position as the leading full-service agency for regional grocer retail media networks.

About DIGITS Agency
DIGITS is a modern retail media agency helping brands and retailers unlock the full value of commerce media. With expertise in data, performance, and hands-on execution, DIGITS simplifies the complex and drives real business impact. Learn more at digitsagency.com.

About Associated Food Stores
Associated Food Stores is a retailer-owned wholesale cooperative based in Salt Lake City, Utah. Since 1940, it has empowered independent grocers with full-service warehousing, distribution, logistics and retail solutions. What began as a partnership between 34 grocers to strengthen buying power and compete with national chains has grown into a network of nearly 500 stores across the Intermountain West. More than 85 years later, Associated Food Stores remains rooted in its founding mission while continuing to lead with innovative solutions for a changing industry. Learn more at afstores.com.

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