

SPECIAL ANALYSIS · LONG ISLAND

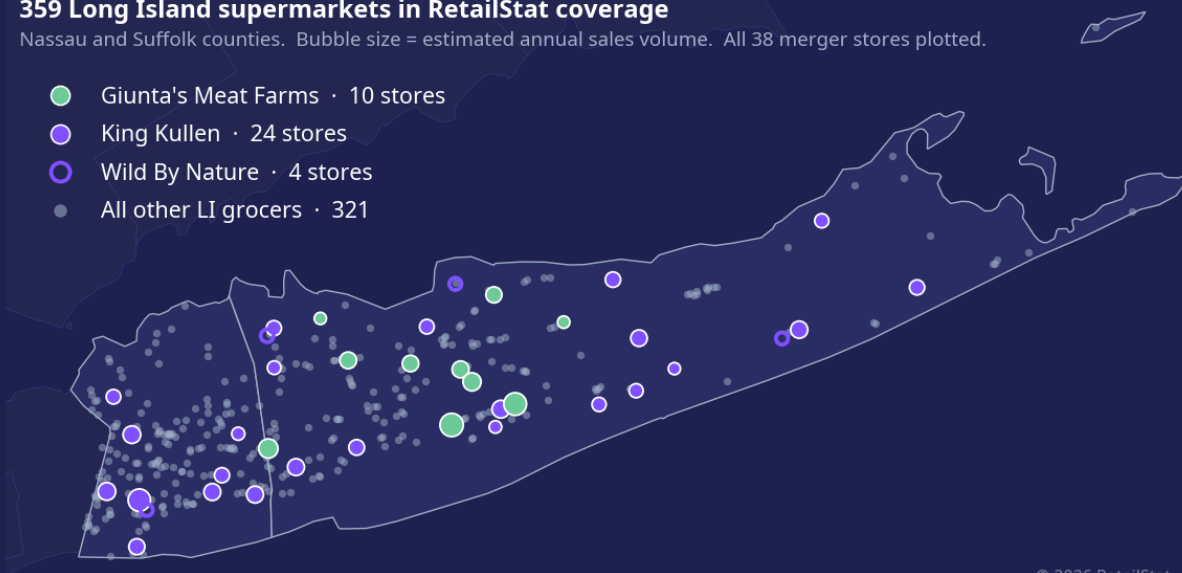
Long Island Consolidates

Giunta's Meat Farms is buying King Kullen, nearly quadrupling its store count overnight. Our analysts have been inside 37 of the 38 locations involved.

359 Long Island supermarkets in RetailStat coverage

Nassau and Suffolk counties. Bubble size = estimated annual sales volume. All 38 merger stores plotted.

- Giunta's Meat Farms · 10 stores
- King Kullen · 24 stores
- Wild By Nature · 4 stores
- All other LI grocers · 321



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359

open Long Island grocers in active coverage

343

carry a current sales volume estimate

\$10.4B

annual grocery volume projected store by store

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Methodology

Research and commentary by **Michael Infranco**, Grocery Analyst.

Built from RetailStat store-level field data. Volume estimates collected March–April 2025.

RETAILSTAT
SPECIAL REPORT
AUGUST 2026

THE DEAL IN NUMBERS

A 10-store operator plans to absorb a 28-store chain

No price has been disclosed, and both chains keep running separately until the deal closes, which is expected in September. The size of the jump is not in question. King Kullen peaked at 55 stores in 1983 and has been contracting ever since. **Giunta's goes from 10 stores to 38.**

SINCE 1930

King Kullen opened on August 4, 1930, in a converted garage on Jamaica Avenue in Queens. Michael J. Cullen stocked roughly a thousand items across 6,000 square feet, advertised deep discounts, and put a parking lot out front. The Smithsonian recognizes that store as America's first supermarket, and the Cullen family has run the company ever since.

Giunta's built its following the other way — on butcher counters and fresh departments rather than scale. If the deal closes in September, the family that invented the American supermarket hands its stores to a neighbor.

Estimated annual sales per total square foot

Open stores, Nassau and Suffolk · RetailStat field estimates

Giunta's Meat Farms avg 31,800 sq ft



Long Island average all tracked grocers



King Kullen avg 41,500 sq ft



Giunta's turns **73% more sales out of every square foot** than the chain it is buying, and 46% more than the Long Island average — the highest figure of any grocery chain on the island with eight or more stores.

"The question isn't whether King Kullen needed a buyer. It's whether a company this small can handle a jump this big without falling into the same underinvestment trap that weakened King Kullen in the first place."

MICHAEL INFRANCO · RETAILSTAT SPECIAL ANALYSIS

MARKET STRUCTURE

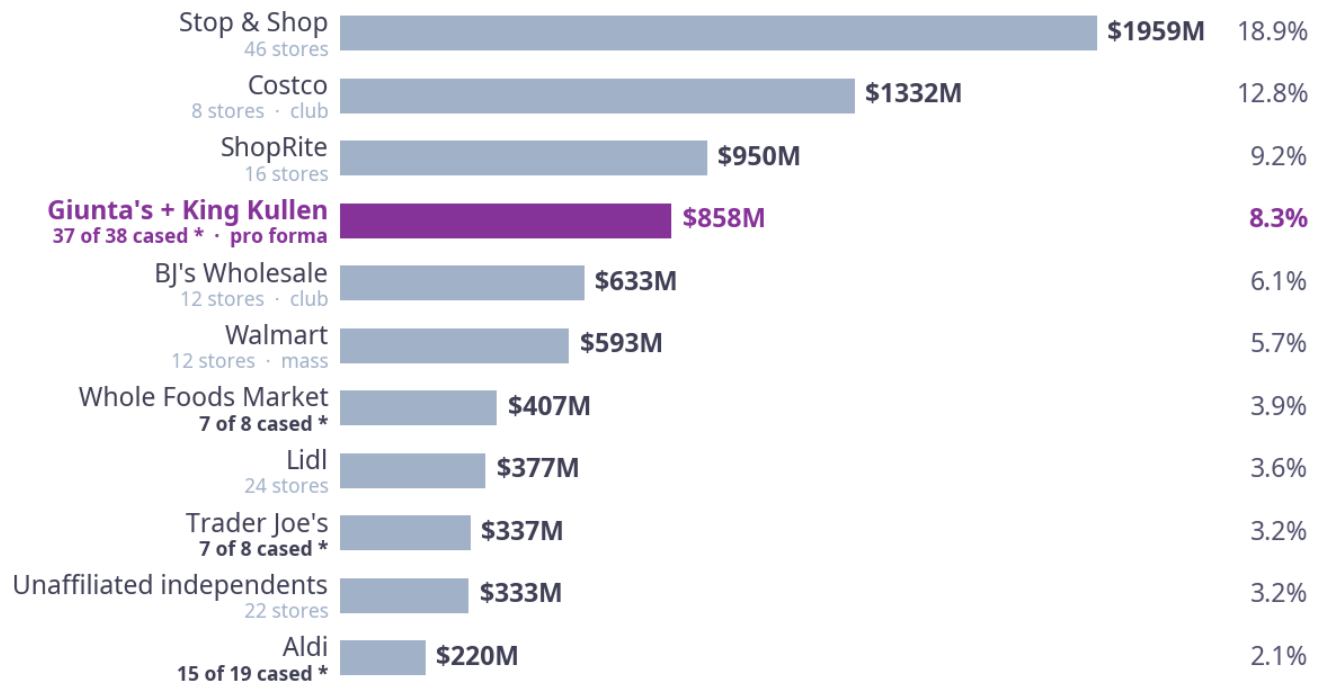
Together they command 8.3% of Long Island grocery volume

At deal closure, our analysts estimate the two banners combined will have sales of **\$858 million** across the 38 locations — a projection built from data collected after visiting 37 of these stores and our proprietary modeling approach.

That makes the combined business the **second largest grocery operator on Long Island by store count**, behind only Stop & Shop and its 46 stores. On sales volume it lands third, behind Stop & Shop and ShopRite.

Who owns Long Island grocery volume

RetailStat estimated annual sales · Nassau and Suffolk · bars include only stores we have cased



* Operators with open locations not yet cased, so their bars understate total chain sales: Aldi (4 of 19 uncased), Whole Foods Market and Trader Joe's (1 each), and the merger set (the Giunta's that opened in November 2025). Pro forma bar combines Giunta's Meat Farms with King Kullen and Wild By Nature on close. Share is of \$10.4B in annual volume across the 343 cased stores out of 359 open Long Island grocers. Club and mass shown for scale.

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Top 10 Long Island grocery operators by RetailStat estimated annual sales. The **pro-forma Giunta's + King Kullen** bar combines Giunta's Meat Farms, King Kullen, and Wild By Nature at close. Share is of \$10.4B across the 343 cased stores.

■ BOOTS ON THE GROUND

Two chains built to do different jobs

Our analysts record the departments in every store they walk. Put the two fleets side by side and the integration problem shows up immediately. **Giunta's is a butcher shop with groceries attached. King Kullen is a full-line conventional supermarket.**

SHARE OF STORES WITH DEPARTMENT	GIUNTA'S	KING KULLEN	LI AVG
Service meat counter	100%	21%	33%
In-store bakery	33%	96%	62%
Seafood counter	11%	71%	49%
Floral	11%	83%	42%
In-store pharmacy	0%	25%	22%
Online order pickup	0%	17%	38%

Giunta's averages 31,800 square feet with a service meat counter in every store and a pharmacy in none. King Kullen averages 41,500 square feet and carries the departments a conventional shopper expects, including a bakery in nearly every store and floral in most. Converting everything to one banner would mean squeezing a specialty format into much bigger boxes, or stretching it past what it does well.

"King Kullen's problems were never really about ownership, and a new owner doesn't automatically bring back lost customers."

On rebranding, our analysts see a mixed approach as more likely than one banner across the board. On price, given King Kullen's size, they believe the figure falls under **\$133.9 million** — the threshold for a mandatory federal antitrust filing, and staying below it would explain the fast September close.

■ WHY THE FIELD WORK MATTERS

A bottom-up build that lands within 2% of reported revenue

Add up our store-level estimates across King Kullen's 28 locations and the total comes to **\$588 million**. The company's reported annual revenue is roughly **\$600 million**. Our bottom-up build lands **within 2%** of it, one store at a time.

That is the value of field work. The numbers hold up well enough to underwrite a credit line, site a store, or price a lease.

Put the same field data behind your next decision

Store-level sales estimates, department detail, and shopping-center data on 359 Long Island grocers, refreshed by analysts in the field.

1 Request a sample list of store-level sales estimates

sales@retailstat.com

2 Download Long Island grocery POIs with volumes

insights.mtnra.com

3 Speak with our grocery analysts

retailstat.com/contact-us

[View more RetailStat insights →](#)

METHODOLOGY & SOURCES

How this analysis was built

Coverage. Long Island is defined as Nassau and Suffolk counties, which together hold 359 open grocery stores in RetailStat coverage. Of those, 343 carry a current sales volume estimate and 16 do not; stores without an estimate are excluded from all volume and share figures. Annual sales are the latest weekly volume estimate annualized.

The merger set. The footprint is 38 locations — 10 Giunta's Meat Farms, 24 King Kullen, and 4 Wild By Nature stores. Thirty-seven carry a current estimate; the Giunta's location that opened in November 2025 does not yet have one, so sales per square foot for Giunta's reflects 9 stores. Volume estimates across the merger set were collected between March 17 and April 13, 2025.

Sources. Department shares reflect what analysts recorded on site. Store counts and the description of the transaction follow RetailStat special-analysis research by Michael Infranco; King Kullen company history is drawn from published sources. All sales figures are RetailStat analyst estimates and not reported company results.

ABOUT RETAILSTAT

RetailStat is the leading one-stop partner for retail finance and credit, locational and grocery intelligence, and insights into public and private companies — turning field-collected data into fact-driven, actionable reporting for lenders, landlords, and operators.

PREPARED BY

Michael Infranco

Grocery Analyst, RetailStat

Field research and store-level volume modeling across the Long Island grocery market.

KEY FINDINGS

- Giunta's absorbs King Kullen and goes from 10 to 38 stores. Combined sales of roughly **\$858M** make it the island's **second-largest grocer by store count** and third by volume.
- At **\$942 per square foot**, Giunta's is the most productive multi-store grocer on Long Island — yet the two chains barely overlap on departments, making a single-banner conversion the central integration risk.
- Our bottom-up field build totals **\$588M** for King Kullen, **within 2%** of the company's roughly \$600M reported revenue — evidence the store-level estimates are decision-grade.