

2021 ANNUAL REPORT

BUILDING ON SUCCESS



NATIONAL FROZEN & REFRIGERATED FOODS ASSOCIATION, INC.

BUILDING ON SUCCESS

MISSION

The Mission of the National Frozen & Refrigerated Foods Association (NFRA) is to Promote the Sales and Consumption of Frozen & Refrigerated Foods through: Education, Training, Research, Sales Planning and Providing a Forum for Industry Dialogue.

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MESSAGE from the President and CEO

BUILDING on Success

While 2021 saw persistent challenges for NFRA, the industry and the nation, the continued eat-at-home trend fueled the resurgence of our categories and presented a prime opportunity to reinforce the benefits of frozen and refrigerated foods to consumers. It was a year of looking forward and finding ways to build on that success. NFRA strengthened our membership, expanded our PR activations and introduced new member services like an updated State of the Industry Report and Data Dashboard.

With a renewed focus on member recruitment, some long sought-after retailer prospects and new, small manufacturers joined the Association adding to our solid foundation of membership. It was unfortunate that we had to cancel the NFRA Convention and bear the negative impact on our finances. However, NFRA is in the enviable position of having a year's operating expenses in reserve. Coupled with strong investment income, the Association was still able to thrive and expand our outreach initiatives.

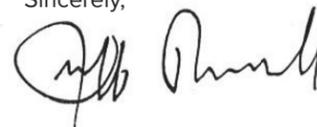
The NFRA Executive Conference in April transitioned to an online event where attendees virtually joined an outstanding line-up of speakers who presented the latest outlook on industry and consumer trends. We hope the success of this event will pave the way for more online educational opportunities in the future.

Our annual promotions for March Frozen Food Month, June Dairy Month and Summer Favorites Ice Cream & Novelties went ahead as planned and successfully raised awareness, drove shoppers down the aisles and introduced many innovative frozen and refrigerated products. As we look to maintain this momentum moving forward, our Frozen and Refrigerated Councils have decided to implement an exciting new joint promotion that will launch in January of 2023.

Frozen and refrigerated foods continued to find their way into more homes as consumers embraced a renewed interest in eating at home. In response, our consumer PR campaigns, Real Food...Frozen and Dairy...and Beyond, communicated daily with audiences through our Easy Home Meals website and social channels promoting the categories and raising awareness. New activations included working with a broader group of influencers, creating compelling video content and using new experiential promotions to increase consumer engagement.

I want to recognize and thank an exceptional Executive Committee and Board of Directors who provided their time and resources to NFRA and the advancement of our industry. A special thank you to Joe D'Alberto, Acosta Sales & Marketing, who went above and beyond in serving as NFRA Chairman for a second term and expertly helping to navigate another challenging year.

Sincerely,



Jeff Rumachik
NFRA President and CEO



Jeff Rumachik
NFRA President and CEO



Joe D'Alberto
Acosta Sales & Marketing
2020 & 2021 NFRA Chairman

2021 Highlights

BUILD Your Business Through Membership in NFRA

NFRA At-a-Glance

- Association established in 1945
- Headquarters: Harrisburg, Pennsylvania
- Membership: 360+ frozen and refrigerated food industry companies
- Annual Meetings: NFRA Executive Conference (April); NFRA Convention (October)
- National Promotions: March Frozen Food Month; June Dairy Month; Summer Favorites Ice Cream & Novelties
- National Consumer PR Campaigns: Real Food. Frozen; Dairy...and Beyond
- Websites: Industry – NFRAweb.org; Consumer – EasyHomeMeals.com
- Industry Newsletters: *Industry Insider*; *New Products Newsletter*
- Consumer Newsletter: *Easy Home Meals*
- Industry Social Platforms: NFRA on LinkedIn, Facebook, Twitter and Instagram
- Consumer Social Platforms: Easy Home Meals on Facebook, Instagram, Twitter, Pinterest, YouTube and Tik Tok
- Research: 2021 State of the Industry Report; NFRA Data Dashboard



QUARTER 1

- NFRA renewed its partnership with the Mr. Food Test Kitchen to create proprietary recipes and popular **Fast Recipe Videos** featuring many frozen and refrigerated products to add to our growing library of social media content.
- NFRA expanded connections with the very influential **Supermarket Registered Dietitians** community by providing quarterly toolkits full of valuable resources (tips, recipes, infographics) that could be used to promote frozen and refrigerated foods to shoppers in-store.
- Fifteen leading manufacturer and retailer brands led the all-industry charge to promote **March Frozen Food Month** in-store, online and throughout the airwaves through NFRA's co-op program. A Virtual Media Tour with celebrity chef Jamie Gwen focused on finding the hottest food trends in the frozen food aisle.

QUARTER 2

- NFRA's **Executive Conference** was held virtually featuring many expert speakers who provided up-to-date information on the state of the industry. Presenters included Instacart, CivicScience, NP Group and Datassential along with a retailer keynote by The Giant Company.



- NFRA partner, Chef Ceci Carmichael, shared creative recipe ideas using frozen and refrigerated foods in a **Memorial Day Co-op TV Spot** that aired on Reelz channels, ABC stations and CelebrityPage.com.
- Ten leading manufacturer brands delivered the **June Dairy Month** message via radio, online and in-stores through NFRA's co-op program. A Virtual Media Tour with Chef Jamie Gwen broadcasted from her home kitchen offered a summer recipe refresh that found culinary inspiration in the dairy aisle.



QUARTER 3

- **The Summer Favorites Ice Cream & Novelties** promotion featured America's favorite treats in a PR Newswire release, and a Win Ice Cream for a Year Giveaway engaged Easy Home Meals audiences. Eight leading ice cream and novelties brands were front and center driving category sales.
- For Back-to-School season, NFRA worked with a group of **Instagram Micro-Influencers** who posted kid-friendly meal and snack ideas featuring many member products.
- NFRA created and promoted six **Edutainment Videos** answering popular questions like 'Can I Freeze Milk?' to build our library of consumer content and inform and entertain our social media audiences.



QUARTER 4

- IRI's Larry Levin presented the new **2021 State of the Industry Report: Frozen and Refrigerated Fuel CPG Growth**. The NFRA Data Dashboard offering members regularly updated category sales data was unveiled.



- To combat consumers' at-home cooking fatigue, NFRA partnered with Chef Jamie Gwen to create six **Easy Meal Videos** that were shared across the Easy Home Meals social channels.
- Multiple **Holiday PR Activations** included a multimedia news release, a Gift Card Giveaway on EasyHomeMeals.com and a #HolidayHacks Twitter Party.



- **Advance the Industry and Your Brand**
NFRA is uniquely positioned as an all-industry frozen and refrigerated foods trade association representing:

- Retailers/Wholesalers
- Manufacturers
- Sales Agents
- Distributors
- Logistics Providers
- Suppliers
- Local Associations

- **Connect with Industry Leaders**

NFRA provides unparalleled networking and business development opportunities through its annual convention, conference and committee meetings.

- **Participate in National Promotions**

NFRA offers national promotional opportunities to elevate perceptions, increase sales, promote member brands and drive traffic in the frozen and refrigerated aisles of the store.

- **Access Key Research and Stay Current on Industry News and Trends**

NFRA's Data Dashboard and industry communications keep members up to date on the latest in frozen and refrigerated foods.

- **Engage in PR Campaigns and Easy Home Meals Consumer Activations**

Join NFRA's year-round PR efforts, Real Food. Frozen and Dairy...and Beyond, to reach consumers through social media, influencers and media outreach. Participate in changing the conversation around frozen and refrigerated foods on the Easy Home Meals social channels.



BUILDING CONNECTIONS

The 2021 NFRA Executive Conference was held virtually featuring top industry speakers and timely topics. The professional development event included an outstanding agenda of expert presenters with valuable presentations looking at the most recent trends, challenges and opportunities facing the industry.

NFRA'S ANNUAL MEETINGS provide unique forums for networking, connecting with colleagues, developing relationships and increasing business—creating value for the industry as a whole.

CONFERENCE Highlights

Over 140 Attendees participated in these online sessions.

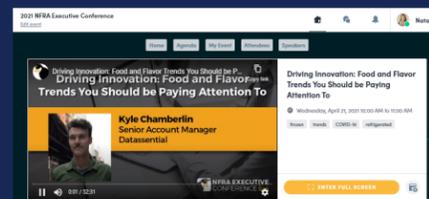
Retailer Keynote by Rebecca Lupfer, Vice President Center Store Merchandising, The Giant Company

Outstanding Business Sessions and speakers included:

- **A Look at Consumer Eating Behaviors in the U.S.** – NP Group
- **How Post Covid-19 Consumer Buying Behaviors Impact Retailers and CPG** – Acosta Sales & Marketing

- **What To Expect In 2021 & Beyond - Overview of Key Food Retail Themes & Forecasts** – Cleveland Research Company
- **Frozen in Time: The COVID-Borne Consumer Trends that are Here to Stay** – CivicScience
- **Stocking the Fridge and Freezer in a Digital World** – Instacart
- **Driving Innovation: Food and Flavor Trends You Should be Paying Attention To** – Datassential

- **Industry Roundtable & Wrap-Up** featuring panelists Amy Bosek, Kraft Heinz Company, Rebecca Lupfer, The Giant Company and Angela Rosenquist, InnovAsian Cuisine Enterprises and facilitated by Kevin Coupe, Morning News Beat



Discover. Connect. Grow.

The NFRA Convention unfortunately was cancelled in 2021. We are excited for the 2022 event in Orlando! Unparalleled networking opportunities are the reason this event has earned the reputation as the best “working” convention in the industry. By bringing together leaders of top companies from all segments of the industry in one place, the Convention provides the most effective and efficient way to conduct business. One-on-one customer meetings are the focus of the event and provide attendees the opportunity to establish and reinforce business connections and showcase new products and services.



Why Should You Attend the NFRA Convention?

- **Attendance** is expected to exceed 1,200 with over 3,000 business meetings held over the three-day event.
- **Taste of Excellence** Opening Reception features over 50 brands and over 100 of the newest and most innovative products the industry has to offer.
- **Speed Meetings** accommodate new members and small manufacturers increasing meeting slots.
- **Café NFRA**, a central gathering spot for convention attendees, allows brands to showcase their products.
- **Outstanding Breakfast Speakers** Ken Jennings of Jeopardy! fame and Alec Ross, leading expert on technology-based innovation, start each day.
- **Golden Penguin Winners** for March Frozen Food Month, June Dairy Month and Summer Favorites Ice Cream & Novelties promotions are recognized and the Top Marketer Awards are unveiled.
- **Convention Website**, www.NFRAConvention.org, provides all the details and online registration for the event.



2022 Meeting Dates

NFRA Executive Conference

April 4-6, 2022
Tempe Mission Palms
Tempe, Arizona

NFRA Annual Convention

October 15-18, 2022
Orlando World Center Marriott
Orlando, Florida

BUILDING

STRONG

CATEGORY SALES

National Industry PROMOTIONS

For over 35 years, NFRA has been bringing together all segments of the industry to promote the frozen and refrigerated categories to consumers...in-store, online and through traditional, digital and social media. As Americans continued to cook at home in 2021, frozen and refrigerated foods were essential household staples. NFRA's annual promotions supported consumers' exploration of the aisles and their reignited interest in cooking.



NATIONAL PROMOTION GOALS

- Increase Sales and Consumption of Frozen and Refrigerated Foods
- Enhance Overall Positive Sentiment about the Categories
- Tell the **Real Food. Frozen and Dairy...and Beyond** Stories



March Frozen Food Month

March Frozen Food Month 2021 encouraged consumers to check out the new, innovative brands and cuisines in the frozen food aisles. NFRA and 15 leading manufacturer and retailer participating brands reached millions of consumers with incentives to buy frozen foods.

The promotion delivered positive messaging about the category and ideas for elevating meal preparation with frozen foods.

The March promotion drove inspiration for frozen-based meal and snacking solutions and supported the **Real Food. Frozen** platform and positioning.



June Dairy Month

June Dairy Month 2021 focused on the modern dairy aisle and how it has evolved over the years. The promotion positioned the dairy aisle as the place to find everyday staples, as well as trendy foods and beverages that meet every lifestyle and dietary need. NFRA and 10 leading manufacturer brands reached millions of consumers with incentives to buy refrigerated foods and delivered positive messages about the category. Touting healthy snacking, unique flavors and pairings, innovative packaging and alternative dietary options, June outreach supported the **Dairy...and Beyond** platform and positioning.



Summer Favorites Ice Cream & Novelties

Summer Favorites Ice Cream & Novelties 2021 featured exciting promotional elements and elevated the ice cream experience for shoppers during June and July. Celebrating America's love for these cool treats, 8 leading manufacturer brands joined retailers in creating special events and in-store displays to drive sales. Additional incentives engaged consumers online and in-store to encourage trial and purchase of the many new and innovative ice cream and novelty selections.



National Promotions

TACTICS & ACTIVATIONS

- The March and June national program elements included integrated media packages featuring programmable digital media/banner ads, radio spots, custom Facebook videos and dedicated email blasts.
- Consumer Sweepstakes, as well as Gift Card and Coupon Giveaways created consumer interest and engagement during all the promotions.
- The Easy Home Meals consumer website and blog, social



media platforms, digital tool kit, point of sale materials and more resources actively supported the March, June and Summer Favorites promotions.

- Retailers, manufacturers, sales agents and local associations across the country partnered to create profitable in-store displays and promotions, successful digital and social media campaigns, as well as support their communities during the promotions.
- Companies of all types and sizes entered their best programs and competed for the coveted Golden Penguin Award.

Golden Penguin Awards

This prestigious awards program inspired creative entries and outstanding award winners for March Frozen Food Month, June Dairy Month and Summer Favorites Ice Cream & Novelties. NFRA awarded a total of 101 Gold and 97 Silver Penguins to manufacturers, retailers, wholesalers, sales agents and local associations for excellence in merchandising and marketing during the three promotions. Additionally, the 2021 Top Marketer Award winners were named.



CONGRATULATIONS

to the 2021 Top Marketers

ALBERTSONS SAFEWAY SOUTHWEST DIVISION

BUBBIES ICE CREAM

FROZEN & REFRIGERATED FOODS OF CENTRAL FLORIDA

FROZEN & REFRIGERATED FOOD COUNCIL OF NORTHERN CALIFORNIA

HP HOOD

IMPACT GROUP SOUTHWEST

MID-ATLANTIC DIVISION

TRU FRU

UNFI

UNFI CENTRAL REGION

WEIS MARKETS

ELEVATING

THE CONVERSATION

Year-round PR CAMPAIGNS

NFRA is successfully reaching millions of consumers in new and engaging ways with targeted messaging for both frozen and refrigerated foods. These industry efforts are enhancing consumer outreach around NFRA's annual promotions and driving consistent communication about the categories throughout the year. The goal: to spark new conversations that will change and elevate perceptions about frozen and refrigerated foods.

Real Food. *frozen.*

MESSAGING PLATFORM

- Real ingredients. Chef-inspired recipes.
- Fresh flavors. Wholesome meal ideas.
- Portions and packaging that don't leave anything to waste.
- The freezer aisle is pretty cool. It's filled with real food.
- Frozen. To meet your real life needs.

Dairy... *and Beyond*

MESSAGING PLATFORM

- Today's modern dairy aisle has evolved over the years, adapting to new lifestyle changes, food trends and every dietary need. Discover innovative beverages and foods beyond the traditional dairy staples that we count on every day and uncover endless creative possibilities.

2021 FROZEN & REFRIGERATED CAMPAIGN: 2.05 BILLION IMPRESSIONS

PR Campaign OBJECTIVES

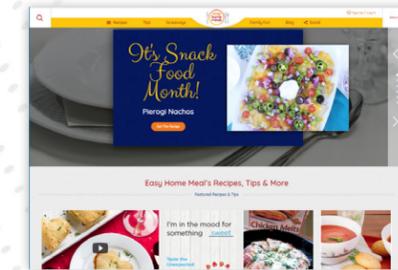
- Drive consistent, positive communications to consumers
- Generate greater share of voice in traditional and social media
- Increase awareness and consumption of frozen and dairy aisle foods
- Align and engage NFRA members
- Amplify members' brands, products and initiatives

TACTICS for Telling the Story of Frozen & Refrigerated Foods

- Enlist a diverse community of storytellers and influencers
- Employ robust Easy Home Meals digital and social media strategies
- Create dynamic, engaging content
- Build valuable and productive strategic partnerships
- Develop expansive and effective media outreach opportunities
- Engage NFRA members and leverage member resources

A STRONG BRAND

AT THE CENTER OF NFRA'S CONSUMER PR EFFORTS



Easy Home Meals Website and Blog

The Easy Home Meals Website and Blog are central to NFRA's consumer communications and PR campaign efforts. The site offers a searchable database of thousands of recipes, as well as helpful information and tips about both frozen and refrigerated foods all while showcasing NFRA member brands. **Easy Home Meals Website and Blog had 254,829 unique users, 736,240 sessions and 972,723 pageviews.**



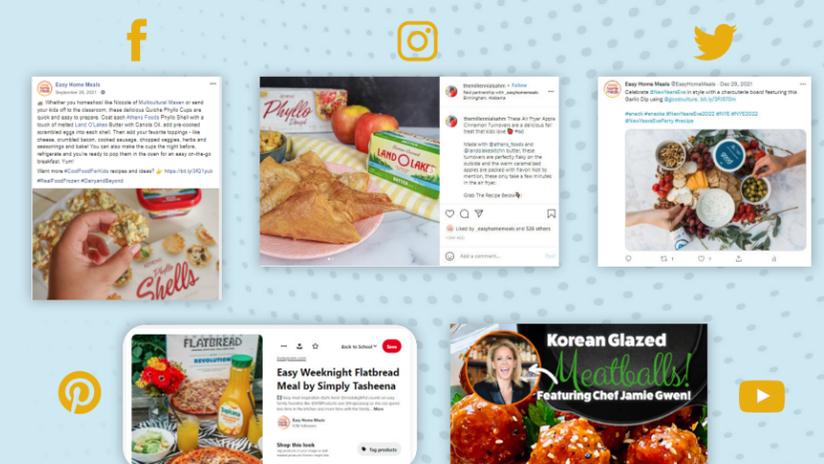
A STRONG BRAND at the Center of NFRA's Consumer PR Efforts

Easy Home Meals Social Media Platforms

NFRA's Easy Home Meals social media platforms are important foundations of our PR efforts and key elements in communicating the frozen and refrigerated foods message to large audiences. A comprehensive paid advertising strategy ensured audience growth and significantly increased audience engagement. Easy Home Meals promoted all things frozen and refrigerated including influencer content, recipes, meal assembly ideas, sponsor products, hot trends, annual promotions and more. **Social media garnered 31.5M impressions and 1.04M social engagements.**

EHM SOCIAL STATS

- Facebook** 455,730 likes
- Instagram** 7,352 followers
- Pinterest** 6,906 followers
- Twitter** 3,200 followers
- YouTube** 1,640 subscribers



Easy Home Meals Consumer Newsletter

This popular e-newsletter is sent bi-monthly to a growing list of more than 72,000 consumers providing recipes, planning ideas and tips, as well as the opportunity to enter NFRA's consumer contests and sweepstakes. The Easy Home Meals e-newsletter drives consumers to EasyHomeMeals.com and Easy Home Meals social properties.



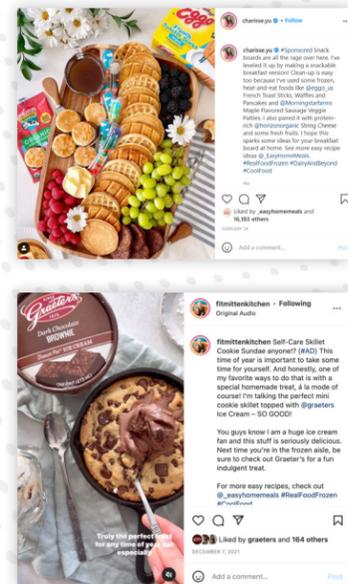
STRENGTHENING

CONSUMER REACH AND ENGAGEMENT

2021 PR CAMPAIGN HIGHLIGHTS

Cool Food Panel of Influencers

NFRA's Cool Food Panel of home cooks, trained chefs, foodie experts and dietitians was central to successful campaign efforts during 2021. The diverse group of storytellers focused on developing creative culinary content and sharing recipes. Their large online communities saw positive frozen and refrigerated food messages with an added focus on NFRA member brands. **The Cool Food Panel garnered impressions of more than 25.2M.**



Virtual Media Tours
Virtual media tours for March Frozen Food Month and June Dairy Month with Chef Jamie Gwen broadcasted from her home kitchen. The March VMT featured meal assembly ideas to elevate the culinary experience and drive more shoppers to the frozen food aisles. The June VMT showcased the appeal of the dairy aisle for every lifestyle and dietary need. **The media tours secured a total of 4,790 broadcast airings and more than 76M impressions.**



Media Outreach
NFRA continued to grow earned and paid media outreach in 2021 through timely PR Newswire releases on key events, promotions, holidays and relevant content amplifying positive conversations around frozen and refrigerated foods. Highlights included three multimedia distributions for the March and June promotions, as well as tips for the holidays. **Media efforts garnered more than 680.2M impressions.**

Media Partnerships

NFRA continued to work with long-time partner Mr. Food Test Kitchen to create unique, proprietary recipes and videos for all Easy Home Meals social platforms. In addition, a consumer recipe contest encouraged entrants to submit recipes using frozen and refrigerated ingredients. **Activations generated 43M impressions.**



Twitter parties with @ResourcefulMom supporting the March and June promotions, as well as holiday messaging, engaged moms, bloggers, RDs and member brands in real-time conversation about frozen and refrigerated foods. **Twitter parties garnered a total of 225.6M impressions and 14.3K tweets.**



Social Media Content Development
NFRA significantly expanded its library of video content as this medium is highly popular across all social media channels. The Mr. Food Test Kitchen created a series of 12 Fast Recipe Videos featuring many frozen and refrigerated products. Chef Jamie Gwen developed 6 quick, attention-grabbing videos highlighting recipes and meal assembly ideas for all meal occasions and showcasing NFRA member products. Additionally, a series of Edutainment Videos answering popular questions like 'Can I Freeze Milk?' drove engagement with large social media audiences. **Promotion of new video content garnered more than 11.3M impressions.**

Food Waste and Food Safety Initiatives

NFRA made food waste and food safety information and discussions a priority. Joining with the Partnership for Food Safety Education, informative and engaging content was created and shared across all NFRA's social media channels.



Retail Dietitian Focus

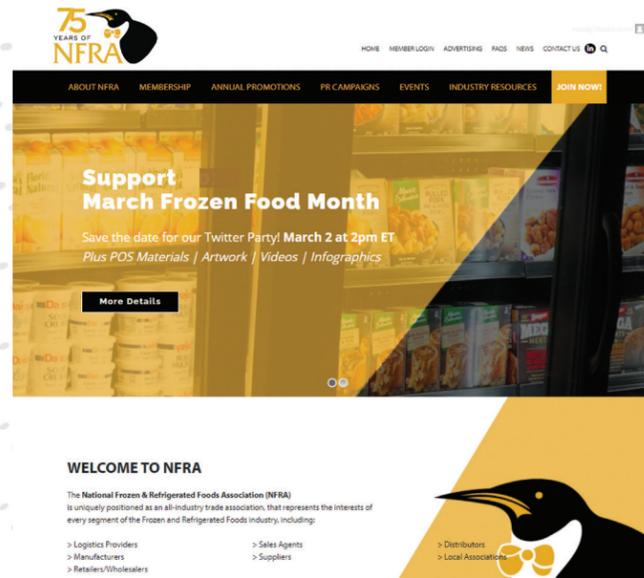
During 2021, NFRA continued to connect with Supermarket Registered Dietitians providing digital toolkits full of valuable resources to help them promote frozen and refrigerated foods to shoppers in-store.

NFRA COMMUNICATIONS

NFRA RESOURCES

STAYING IN TOUCH AND INFORMED

TOOLS FOR SUCCESS



NFRAweb.org

NFRA's industry website is the hub for all Association news, information and resources. Visitors can easily locate content about membership in NFRA, annual promotions, consumer PR campaigns, events and promotional resources. A special "Members Only" section houses industry research and delivers more value to NFRA members.

VALUE of Membership

NFRA's diverse all-industry membership puts members in touch with over **2,700** contacts from top companies in the industry, **365** days a year, providing endless opportunities for business growth. **57 New Companies Joined the Association in 2021!**

Industry Insider

This monthly e-newsletter keeps members up to date on the latest Association news, events and promotions. It includes new member profiles and news from member companies and local associations, as well as recent individual and company achievements.



New Products Newsletter

Brands sponsoring NFRA's PR campaigns can share new and innovative product developments and introductions through the New Products Newsletter emailed quarterly to all members and NFRA's consumer audiences.



NFRA's Social Channels

NFRA's presence on LinkedIn, Facebook, Twitter and Instagram helps members stay informed, connect with industry colleagues, build their network and share business experiences.



Link to Member Database

Membership in NFRA affords 24/7 access to the online **Member Database** of over 400+ member companies and 2,700+ contacts.

Access to Key Research

Available free to members, **NFRA's 2021 State of the Industry Report: Frozen and Refrigerated Fuel CPG Growth** dives into recent data on industry trends, consumer values, market dynamics, future innovations and more.

Portal to Data Dashboard

The members only **NFRA Data Dashboard**, in cooperation with IRI, is an all-in-one portal featuring the latest frozen and refrigerated market data. Quarterly and weekly sales stats for 47 categories and 155 subcategories is refreshed regularly.

Credit Opportunities

Additionally, small- and medium-sized manufacturers and retailers can receive a \$2,000 credit toward **Nielsen's Syndicated Data Program**.

Industry CONNECTIONS

Get involved in NFRA and make connections by participating in a committee or forum.

Frozen & Refrigerated Promotions Committee

Helps develop and direct frozen and refrigerated promotional activities of the Association and serves as a sounding board for exploring new member services.

Ice Cream and Novelties Committee

Supports NFRA's ongoing ice cream and novelties promotion and helps to develop new outreach opportunities and supporting resources such as POS materials, as well as define funding strategies.

Private Brands Forum

Provides an opportunity to network and discuss key issues facing the industry and understand trends. Shared best practices and peer-to-peer learning opportunities give members insight on how to grow private brand sales.

Small Business Manufacturer's Forum

Provides forum to discuss key issues unique to frozen and refrigerated small businesses. Offers members the opportunity to share best practices and case studies to grow their business.

Supply Chain Forum

Offers forum to discuss key frozen and refrigerated supply chain opportunities, issues and challenges. Information and ideas on supply chain optimization and shared industry best practices help members improve their business.

FINANCIAL statement

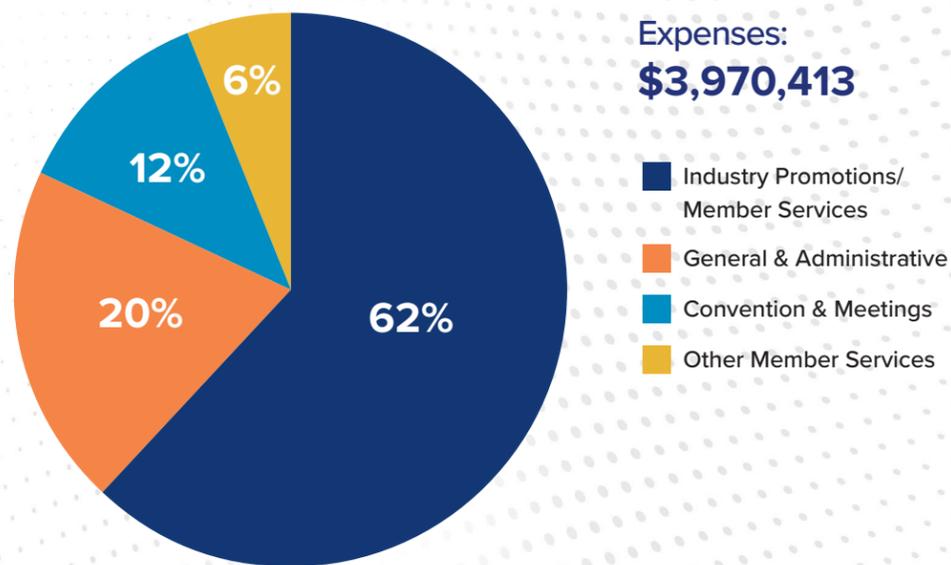
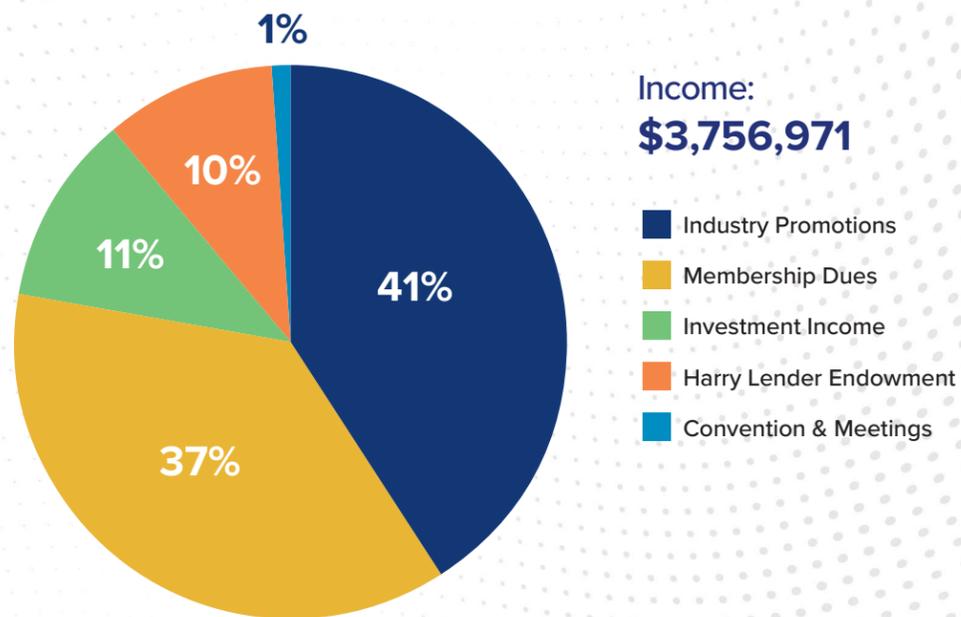
Industry Promotions/Member Services include those expenses related to the Frozen & Refrigerated PR campaigns, all industry promotions, point of sale material, educational programs and research.

Convention and Meetings include those expenses related to the annual Convention, the Executive Conference and any other Board of Director and committee meetings that take place during the year.

General & Administrative Services include those expenses related to the day-to-day operations of the Association. These include items such as a portion of salaries and travel, office and technology expenses, facility maintenance, office operations and professional services.

Other Member Services include expenses related to retaining members, soliciting prospective members and communication that is sent out to members including the NFRA Industry Insider and Annual Report.

For the twelve months ending December 31, 2021, the Association had a net loss of \$213,442. This includes Endowment & Investment gain of \$800,733.



INCOME STATEMENT AT A GLANCE FOR THE TWELVE MONTHS ENDING DECEMBER 31, 2021.

NFRA EXECUTIVE Committee



Kevin Schwab
The Pictsweet Company
BELLS, TN
Chairman



John Arnold
Sargento Foods, Inc.
PLYMOUTH, WI
Chairman-Elect



Tye Anthony
Associated Wholesale Grocers (AWG)
KANSAS CITY, KS
Vice Chairman-Frozen



Joey Bates
Harris Teeter, LLC
MATTHEWS, NC
Vice Chairman-Refrigerated



Neil Ritchey
InnovAsian Cuisine Enterprises
TUKWILA, WA
Secretary



Mark Tarzwell
Ateeco Inc./Mrs. T's Pierogies
MEDIA, PA
Treasurer



Joe D'Albarto
Acosta Sales & Marketing Co.
CHARLOTTE, NC
Immediate Past-Chairman



Dave Jones
Kellogg Company (Retired)
NORMAN, OK
Past Chairman



Matt O'Hare
JOH
BILLERICA, MA
Convention Chairman



Bill Kitchens
Arnall Golden Gregory LLP
ATLANTA, GA
NFRA General Counsel

NFRA BOARD OF DIRECTORS

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Southeastern Grocers

Tony Battaglia
Lactalis American Group

Todd Bostian
Lowe's Foods LLC

Bob Brown
Jewel-Osco

Jim Buchta
CROSSMARK

Tony Caloroso
Schraad Sales & Marketing

Angie Christos
Tyson Foods, Inc.

Rob Cohen
Bozzuto's, Inc.

Lauren Corprew
General Mills

Derek DeMuth
Ajinomoto Foods North America, Inc.

Tom DeTrempe
Tropicana Brands Group

Sue Durfee
Tops Markets, LLC

Tom Finn
Rosina Food Products, Inc.

Chris Groll
Florida's Natural Growers

Kevin Herd
Danone North America

Risa Jenkins
C & S Wholesale Grocers, Inc.

Amanda Klane
Yasso, Inc.

Bill Kynast
Chobani Global Holdings, Inc.

Cathy Magistrelli
Wakefern Food Corporation

Joe Mueller
Kellogg Company

Jeff Nelson
IMPACT NSS

David Panter
Associated Food Stores, Inc.

Tom Robaczewski
Acelerada LLC (Bays, Lender's)

Shannon Sherrard
Graeter's Ice Cream

Kellie Shetlar
Conagra Brands

Ron Slominski
Schwan's Consumer Brands, Inc.

Marcelle Smalley
Oliva International Foods

Logan Underwood
Land O'Lakes Foods, Inc.

ADVISORY DIRECTORS

Bob Bollbach
RDD Associates, LLC

Karen Brassel
The Giant Company

Carter Calico
Mars Wrigley Confectionery

Tiffany Carreker
White Castle

Heather Cooper
Oatly Inc.

Rick Glackin
SellEthics Marketing Group Inc.

Jordan Greenberg
B&G Foods Inc.

Dan Harder
OSMG (On-Shelf Marketing Group)

Tim Holzman
Palermo Villa, Inc.

Kris Luckhaupt
H.P. Hood, LLC

Dan Maloney
Woodland Partners, Inc.

Kevin Morgan
Califia Farms LLC

Jim Motos
Rich's Consumer Brands

Ross Purdy
K-VA-T Food Stores, Inc.

David Rosen
Coca-Cola North America

Tim Ryan
Albertsons Southwest

Marty Steinmetz
United States Cold Storage, Inc.

John Watson
Braswell Family Farms

COUNCIL MEMBERS

Tony Hatok
Giant Eagle Inc.

Jessica Moore
Hussmann Corporation

Trenton Potts
Daisy Brand

Ted Yeomans
Advantage Solutions

NFRA Staff



Jeff Rumachik
President & CEO



Tricia Greyshock
Vice President
of Meetings and
Industry Relations



Julie Henderson
Vice President of
Communications



Jessica Scott
Vice President
of Finance



Kate Landis
Director of
Membership



Roxanne Lewis
Manager of
Consumer
Communications



Natalie Limm
Manager
of Member
Communications



Sarah Thompson
Manager of
Membership and
Events

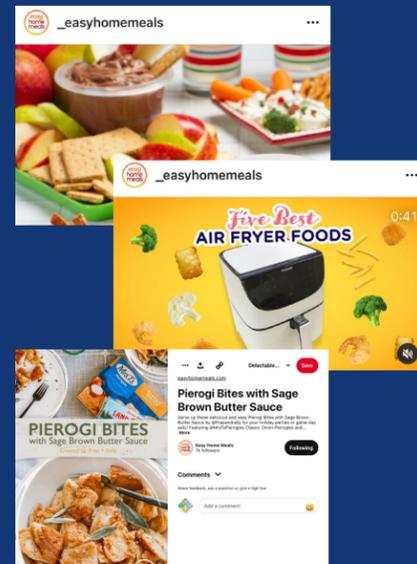


Tracy Troutman
Office Manager/
Communications
Assistant

JOIN the Conversation!

NFRA is actively communicating with consumers every day on our Easy Home Meals social platforms, and we invite you to join the conversation.

- Follow Easy Home Meals on Facebook, Twitter, Pinterest, Instagram, YouTube and Tik Tok.
- Offer internal experts as contributors to our Easy Home Meals blog.
- Share your brand's recipes and photos on our website and social media properties.
- Participate in our Twitter parties throughout the year.



#realfoodfrozen

#dairyandbeyond



4755 Linglestown Road, Suite 300, Harrisburg, PA 17112
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