



2022 GOLDEN PENGUIN AWARDS

HONORING THE BEST MARKETING & MERCHANDISING EFFORTS
IN SUPPORT OF NFRA'S NATIONAL RETAIL PROMOTIONS



TOP MARKETER AWARDS



2022 TOP MARKETER

Local Association

North Florida Frozen
& Refrigerated
Foods Association



NFFRFA's 3/31/22 Scholarship Recipients Receiving Awards



NFFRFA's Jeff Rumachik Presents Samantha Dill
Univ of North FI Jack Coffer Scholarship Award

Watch Us On The Web

Keeping The Membership Informed / Involved

Be part of the action!
COOLFOODS
OF NORTH FLORIDA
Find us on Facebook Twitter
www.coolfoodsofnorthflorida.com

Welcome to Cool Foods of North Florida

Interactive

UPCOMING EVENTS

Important Dates & Latest NFFRFA Meeting Dates

Click Here To View Our Upcoming Events

Click Here To Register

Click Here for Full Presentation!

Secure Payments by
PayPal
VISA MasterCard

COOLFOODS
OF NORTH FLORIDA

Time Sensitive
Interactive
Event Resource

FOLLOW US
on Social Media:

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2022 TOP MARKETER

Manufacturer

B&G Foods, Inc.



GREEN GIANT SHOPPER SUPPORT

Tactic: Shelftalk & Shelftalk Banner

Timing: Cycles 3-4 (2/22-4/25/22)

Store Count: 11,751



Mr. Food
Test Kitchen

Mr. Food Test Kitchen

A **Green Giant** product was shown in the Mr. Food Test Kitchen's March Food Month video, "Mr. Food's Meatball Soup," which received **5 million impressions** through TV, e-news



2022 TOP MARKETER

Retailer

Chris' Food Center



Chris' Food Center

Facebook pages



Chris' Food Center

Demos



2022 TOP MARKETER

Sales Agent

Schraad Sales & Marketing



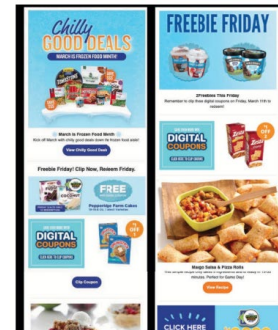
IN-STORE DISPLAY



* Use of Frozen Food Month branded freezer clings, static clings and balloons to draw consumer attention.

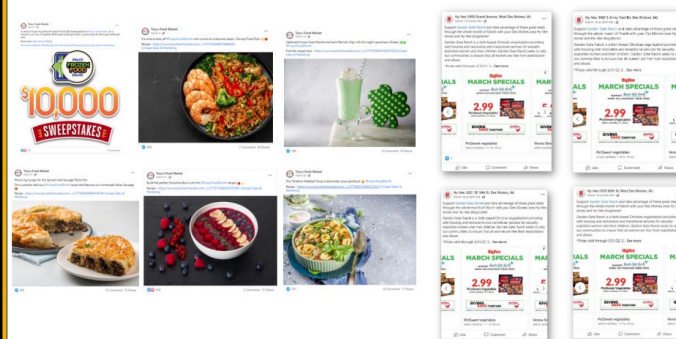
DIGITAL CONT.

* Tony's Email Blast
(Click here for full email)



* Houchens weekly emails reached 160,000 subscribers

with Hy-Vee, Tony's and Houchens to cross-promote social posts through the use of tags. Special pricing on Frozen items highlighted during the month on local store pages.





TOP MARKETER AWARDS



2022 TOP MARKETER

Manufacturer

Land O'Lakes



Farmer-Owned
LAND O'LAKES



CHEF JAMIE GWEN VIRTUAL MEDIA TOUR

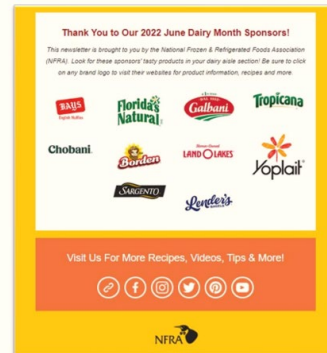
National broadcast segment "Chef Jamie Gwen's Shares Dairy Month Inspired Recipes" showed Land O'Lakes and received **over 1,368 placements and more than 34,622,131 million impressions.**



The segment was also promoted in a coordinating news release "Traditional Staples and So Much More: It's June Dairy Month" on PR Newswire, which secured **341 articles** and garnered more than **213.78 million impressions.**

EASY HOME MEALS NEWSLETTER

The Land O'Lakes logo and link to the website were featured in the June Easy Home Meals e-newsletter, emailed to **79,000+ consumers** and posted on NFRAweb.org, which receives **66,200+ pageviews** annually.



DAIRY CASE CHEESE SHOPPER MARKETING

In June we launched In-Store and Digital Activations to support the launch of Dairy Case Cheese

- Featured signing in the dairy case cheese section messaging our Farmer-Owners and our "Eat it like you own it" corporate campaign!
- Variety of digital activations including digital coupons, email, retail specific online banners, and social



2022 TOP MARKETER

Retailer

Brookshire Grocery
Company



EARN 2X
on select Refrigerated Dairy products.

Look for participating item tags!

| | | | |
|---|----------------------------|-----------------------------------|-------------------|
| Brookshire's Whipped Light Cream | Brookshire's Buttery | Brookshire's Cream Cheese Spread | Blue Bonnet Spray |
| 2/\$5 | 3/\$7 | 2/\$5 | |
| Brookshire's Signature Taste | Blue Bonnet Coffee Creamer | Brookshire's Creamy Vanilla Syrup | |
| 2/\$4 | 2/\$7 | 8 ⁹⁹ | |
| Tropicana Orange Juice | Dannon Greek Yogurt | Cadbury Choc Chip | |
| 2/\$6 | 3/\$8 | 3 ⁴⁹ | |
| Land O Lakes 1% Fat Butter or Spreadable & Brown Spread | Dannon Greek Yogurt | Brookshire's Creamy Vanilla Syrup | |
| 3 ⁹⁹ | 8 ⁹⁹ | 3/\$8 | 2/\$5 |
| Neutrogena Body Butter | Amish Country Buttermilk | Brookshire's Creamy Vanilla Syrup | For Life Land |
| 2/\$5 | 4/\$5 | 2/\$7 | 3 ²⁹ |
| Brookshire's Lemonade Drink | Amish Country Buttermilk | Brookshire's Creamy Vanilla Syrup | |



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Look for participating item tags!

| | | | | | |
|--------------------|------------------------------|---------------------|----------------------|--|--------------------------------------|
| Planet Oat Oatmilk | Twister Fruit Flavored Punch | Land O Lakes Butter | Cabot Cheddar Cheese | Ore-Ida Just Crack An Egg Scramble Kit | International Delight Coffee Creamer |
| 3/\$8 | 4/\$5 | 2/\$7 | 8 ⁹⁹ | 3/\$5 | 2/\$6 |
| 52 oz | 59 oz | 16 oz | 2 Lbs | 2.25-3 oz | 32 oz |





TOP MARKETER AWARDS



2022 TOP MARKETER

Manufacturer

Bubbies Ice Cream





2022 TOP MARKETER

Retailer

Babbs Supermarket



Coloring Contest

3 coloring Contests for 3 different age groups garnered participation from a lot of young artists

- Age groups were ages 2-5, 6-8, and 9-11
- The favorite coloring page in each age category won a prize.
- All entrants had their coloring pages displayed at the front of the store by the cash registers and acted as yet more ice-cream themed colorful decorations



Age 2 to 5 Prize

Age 6 to 8 Prize





TOP MARKETER AWARDS





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CONGRATULATIONS TO THE 2022 TOP MARKETERS!