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# REGISTER AT NFRACONVENTION.ORG

Preview Magazine is the official publication of the NFRAConvention. Held annually in October, the Convention is sponsored by NFRA.



# 2023 NFRA Convention Committee

Attendance numbers continue to build for the 2023 NFRA Convention and we're on track to break NFRA event records! The Convention Committee is eager to welcome attendees from the entire frozen and refrigerated industry to San Diego in just a couple short months. Alongside the Association staff, the committee has worked continuously to bring enhancements to this premier event, resulting in what are sure to be a very productive few days. With retailer business meetings as important as ever, attendees can look forward to making valuable connections within the industry, as well as discovering the lastest frozen and refrigerated food innovations. **Discover, connect, and grow this October at #NFRA23!** 



Matt O'Hare Chairman JOH



Joe D'Alberto Acosta Sales & Marketing Co.



**Neil Ritchey** InnovAsian Cuisine Enterprises



Kevin Schwab
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# Some the Onte

# **Future NFRA Conventions**

October 5-8, 2024

National Harbor, MD • Gaylord National Resort & Convention Center

October 18-21, 2025

Orlando, FL • World Center Marriott

We look forward to seeing you this fall!

# **Standing the Test of Time**

RLS Logistics' founding is rooted What can be often seen as in the industry it still serves today. The company budded from humble beginnings as a mushroom farm in Newfield, NJ, solutions supported by strong in 1968 by the Leo family.

Rosario Leo immigrated from Italy to America with his family to find their American Dream. which started in the mushroom business. After twenty years, the Magazine's Logistics Provider of family business pivoted to the cold storage

industry, beginning the transition from R. Leo and Sons Mushroom Farm to RLS Logistics.

a challenge, the cold chain experts handle with ease by providing reliable supply chain technology and high levels of customer experience backed by 55 years of tribal knowledge.

RLS was recently named Refrigerated and Frozen Foods the Year, one of Transport



and a Top 100 Refrigerated Warehouse, named a Top 3PL & Cold Storage

Topics Top 100

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COLD CHAIN EXPERTS®

From the first cold storage warehouse built in 1988, RLS has a recipient of Food Shippers since grown to six states across the U.S., with over ten facilities and offices and over 300 team. members. What started as a family's American Dream with their mushroom farm in New Jersev has continued on to its third generation leading the company's operation today.

RLS still feeds Americans today by helping manufacturers, retailers, importers, and exports with their temperaturecontrolled supply chains.

Provider by Food Logistics, and of America's Top Food Chain Technology Award.

"As we celebrate our 55th company anniversary. I want to thank the RLS team. Without their pride in what we do, we wouldn't be able to provide a great experience for our customers and be a great partner in the temperaturecontrolled space. I attribute our success to them," said Russell Leo, CEO, RLS Logistics.



#### **RLS Cold Chain Solutions:**

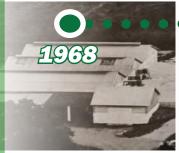
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# SCHEDULE at-a-glance

# SATURDAY, OCTOBER 7TH

**7:00 AM - 6:00 PM** Convention Registration Open

# SUNDAY, OCTOBER 8TH

7:00 AM - 5:00 PM Convention Registration Open 8:00 AM - 5:00 PM **Customer Business Meetings** 8:00 AM - 9:30 AM Supply Chain Forum 9:00 AM - 4:00 PM Café NFRA Open 9:00 AM - 10:00 AM Ice Cream Forum 10:00 AM - 11:30 AM Private Brands Forum 10:30 AM - 12:00 PM Marketing Forum 1:00 PM - 2:30 PM Small Business Manufacturer Forum 5:00 PM - 7:00 PM Taste of Excellence Opening Reception

We encourage you to attend one of many open forums that discuss important topics related to the frozen & refrigerated industry.

Let your voice be heard!

# MONDAY, OCTOBER 9TH

Evening open for business entertaining

**7:00 AM - 5:00 PM**Convention Registration Open **7:15 AM - 8:45 AM**Breakfast Session with Alex Banayan:

Bestselling Author of The Third Door & Expert

on Exponential Growth & Success

9:00 AM - 5:00 PM Café NFRA Open

9:00 AM - 5:00 PM Customer Business Meetings

**12:00 PM - 1:00 PM** NFRA Annual Membership Luncheon featuring

the 2023 Refrigerated Food Hall of Fame

**5:30 PM - 7:00 PM** NFRA Networking Reception

**7:00 PM** Evening open for business entertaining

# TUESDAY, OCTOBER 10<sup>TH</sup>

7:00 AM - 3:00 PM Convention Registration Open
 7:15 AM - 8:45 AM Breakfast Session with Amelia Rose Earhart:
 Around-the-World Pilot, Podcast Host & Artist

9:00 AM - 3:00 PM Café NFRA Open

9:00 AM - 5:00 PM Customer Business Meetings

**12:00 PM - 1:00 PM** Golden Penguin Awards Luncheon

**7:00 PM** Evening open for business entertaining

7:00 PM



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# TASTE OF EXCELLENCE

## **2023 PARTICIPATING BRANDS**

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Buitoni

**Bubbies Ice Cream** 

Bylada Foods, LLC

Campoverde

**CAULIPOWER** 

Cerelia/Jus-Rol

Choice Canning

Chung's Gourmet Foods Daesang America/O'Food/Jongga

Dairy Farmers of America Daisy Brand

**Daring Foods** 

Deep Indian Kitchen Dippin' Dots, LLC Eggland's Best

Feel Good Foods

Finger Food Products Fortune Ave Foods

Grecian Delight Kronos

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Kodiak

McCain Foods Inc.

Naturipe Foods

Palermo Villa, Inc.

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Rosina Food Products

Sambazon

Saputo Dairy Foods

Sargento Foods Inc

Simek's

Sovos Brands

Synear Foods USA

Tofutti Brands Inc.

Tyson

Upfield

Valsoia

Veggies Made Great

Vienna Beef

Wild Mike's Ultimate Pizza

Don't miss this opening reception on Sunday, October 8<sup>th</sup> from 5:00-7:00 pm!

This evening reception is the kickoff event of the NFRA Convention, where over 50 manufacturers, including the top emerging brands of the frozen and refrigerated industry, showcase their latest innovations. Network among colleagues and get to know your fellow attendees at this fun event!

# Taste of Excellence **Bar Sponsors:**







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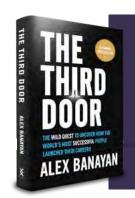
# MONDAY BREAKFAST with Olerc Banayan



# Bestselling Author of The Third Door and Expert on Exponential Growth and Success

Alex Banayan is the youngest bestselling business author in American history. A renowned expert on perseverance and exponential growth, Banayan has presented the Third Door™ framework to business conferences and corporate leadership teams around the world, including Apple, Google, Nike, IBM, Snapchat, Salesforce, Delta Airlines, Mastercard, and Disney. The Third Door chronicles Banayan's seven-year quest to uncover the definitive mindset of success. The book has been translated into more than a dozen languages and has been

acclaimed by the New York Post as "a joy to read." Named to Forbes' "30 Under 30" list and Business Insider's "Most Powerful People Under 30," Banayan is his generation's leading expert in high performance and personal development, having been featured in FORTUNE, CNBC, Bloomberg Businessweek, The Washington Post, MSNBC, Fox News, and NBC News. The day before his freshmanyear final exams, Banayan hacked The Price is Right, won a sailboat, sold it, and used the money to fund his quest to learn from the world's most innovative leaders.



The #1 International Bestseller shares the larger-than-life adventure of an 18-year-old college freshman who set out to track down the world's most successful people to uncover how they broke through and launched their careers.

At the core of Banayan's mission is his belief that:

When you change what someone believes is possible, you change what becomes possible.

Over the course of his unprecedented journey, Banayan interviewed Bill Gates, Lady Gaga, Larry King, Maya Angelou, Steve Wozniak, Jane Goodall, Jessica Alba, Quincy Jones, and more. After his remarkable one-on-one interviews, Banayan discovered the one key they have in common: they all took the Third Door.

Banayan's keynotes have had far-reaching effects, acting as the catalyst for a new way of thinking. The Third Door™ framework has helped individuals discover unconventional routes to achieve their biggest dreams and has aided Fortune 500 companies to take new approaches to sales, marketing, and exponential growth. Since the publication of *The Third Door*, Banayan has brought his message of possibility to millions of people in more than one hundred countries, including NFRA attendees this fall.

# **MONDAY BREAKFAST SESSION SPONSORED BY:**









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Wild Mike's	40.1 OZ	21c
BRAND 1	27.5 OZ	27c
BRAND 2	15.1 OZ	48c
BRAND 3	22.3 OZ	31c
BRAND 4	13.6 07	61c

Source: NielsenIQ, Total average FMCG prices dated 7/1/2023 for prior 13 weeks

#### For more information:

Mark Coil • 651-338-0611 • mcoil@sapiazza.com www.wildmikesultimatepizza.com

# MONDAY ANNUAL Membership Zuncheon

HONORING THE 2023 REFRIGERATED FOOD HALL OF FAME INDUCTEES

The Annual Membership Luncheon is NFRA's official business meeting, where newly elected officers and directors will be installed, as well as a special presentation of 2023 Refrigerated Food Hall of Fame inductees. This year's honorees include Skip Shaw, retired President of NFRA and Joe D'Alberto, Director of Sales, Acosta Sales & Marketing, who will be recognized for their outstanding dedication to the refrigerated food industry. NFRA Chairman, Kevin Schwab will also give an update on the association, reviewing the many accomplishments and successes of NFRA to date. Check out some of the many association highlights in the first half of 2023, including NFRA's annual events, national promotions including the brand new ReDiscover Dairy & Frozen promotion, exciting PR initiatives, many membership enhancements and more:



## **JANUARY**

NFRA successfully launched and funded first-ever joint promotion, ReDiscover Dairy & Frozen. Full rollout in January 2024.

#### **FEBRUARY**

Partnership with Young Minds Inspired (YMI) brought bilingual materials to students & teachers for the first time.

## **MARCH**

2023 marked the 40<sup>th</sup> anniversary of March Frozen Food Month. \$3.1M in omnichannel revenue earned by participating brands!



2024

March Frozen Food Month program value-adds to include boosted social posts, custom vertical video & shoppable video!

# Check out the article on page 24!

## **RESEARCH**

NFRA sponsored 3
consumer surveys ahead
of each national promotion
this year, garnering
collective consumer
behavior data that
was shared with
members.

59 NEW MEMBERS have joined NFRA in 2023 so far!

# SOCIAL MEDIA

Launched in January 2022, Easy Home Meals' TikTok continued to grow. Also launched on popular app Lemon8.

## **APRIL**

The NFRA Executive
Conference crushed
attendance records &
featured two retailer
keynotes as part of
the engaging
program
lineup.

### JULY

avorites

Ice Cream & Novelties

Summer Favorites Ice Cream & Novelties promotion showcased participating brands through ice cream giveaways, social posts & more.



## JUNE

21st year of June Dairy Month featured Mr. Food Test Kitchen segments, Virtual Media Tour with Chef Jamie Gwen, consumer sweeps & social posts!

## SAVE THE DATE

for next year's
Executive Conference:
April 8-10, 2024
Westin Tempe



**MONDAY LUNCHEON SPONSORED BY:** 









# MAKE IT A MEAL!











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# REFRIGERATED FOOD Hall of Fame JOIN US IN HONORING THE 2023 INDUCTEES DURING THE MONDAY LUNCHEON

NFRA established the Refrigerated Food Hall of Fame in 2010 to honor individuals for the contributions they have made and the leadership they have provided to the refrigerated food industry. The 2023 inductees are being honoring for their outstanding dedication, hard work and innovative contributions to the frozen food industry.



H.V. "SKIP"
SHAW
Retired,
President & CEO,
National Frozen
& Refrigerated
Foods Association

Skip Shaw retired as the President/CEO of the National Frozen & Refrigerated Foods Association (NFRA). He was instrumental in bringing the refrigerated category into the National Frozen Food Association before it became NFRA.

Shaw joined NFRA in June 1984 as Director of Membership Services. He was named vice president in 1986, executive vice president in 1987, and assumed additional duties as COO in 2001. He became President and CEO following the retirement of Nevin Montgomery in 2010. He is a member of the Honorable Order of Golden Penguins and the Distinguished Order of Zerocrats.

Skip and his wife, Judy, reside in Delaware. They have two grown children, Kate and Michael.





# JOE D'ALBERTO Director of Sales, Acosta Sales & Marketing

Joe D'Alberto began his sales career with Duval-Bibb in the magazine and paperback distribution business before joining the Pepsi-Cola Bottling Company, and later Coca-Cola.

D'Alberto then joined Allegiance Sales & Marketing (now Crossmark), working with many frozen and refrigerated brands. With a real passion for the frozen and refrigerated foods industry, Joe became involved with NFRA in 1993, attending his first NFRA Convention. Later, D'Alberto began serving on NFRA's Board of Directors as an Advisory Director, Director, and Convention Committee Chairman for five years, until serving as NFRA Chairman for two years (2020-21). He is a member of the Distinguished Order of Zerocrats and the Honorable Order of Golden Penguins; and continues to serve as an active Board member and Past Chairman. For many years, D'Alberto has led important initiatives and events for the Frozen & Refrigerated Food Council of NC, the SE Frozen & Refrigerated Foods Association and the Carolina Food Industry Council.

D'Alberto has been with Acosta Sales & Marketing since 1999, where he began as Business Manager overseeing all of Chef America's sales & marketing in North and South Carolina. He managed many businesses until being promoted to his current position, Director of Sales, in 2008. Joe and his wife Jana of 28 years live on Lake Tillery in Mount Gilead, NC with their two collies, Rocco and Gabby and enjoy all types of lake activities. Once Joe retires at the end of 2023, he and Jana have plans to travel, but will remain involved in the industry, for which he still has passion.

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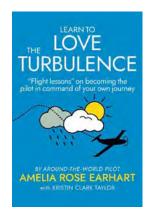
# TUESDAY BREAKFAST with Amelia Rose Earhart



#### Around-the-World Pllot, Podcast Host and Artist

As a boundary-pushing, around-the-world pilot, Amelia Rose Earhart knows exactly what it takes to venture into uncharted territory – with confidence. With the odds stacked against her, Amelia not only trained to become a pilot, but to become the type of pilot to choose to honor the person she was named after, Amelia Mary Earhart, by piloting a single-engine airplane (Pilatus PC-12NG) 28,000 nautical miles around the globe. To accomplish this, Amelia developed a flight plan all her own, and while reporting full-time as on air, TV helicopter reporter, completed private, instrument and commercial pilot training, crafted an entrepreneurial and strategic business plan

to design, fund and market her around the world attempt, raised close to \$2 million in partnerships with 28 corporations, founded and ran the Fly With Amelia Foundation which sent numerous teenage girls to flight school, and more. She joined the elite group of less than 30 women to be pilot in command of a flight around the world.



Earhart's new book, released in July 2023, on becoming the pilot in command of your own journey

Today, Amelia Rose Earhart is a full-time speaker, podcast host, and artist living in Denver, Colorado who incorporates the lessons of her 2014 global flight into every aspect of her professional and personal life. Memorabilia from Amelia's flight around the world can be found at her permanent display at Wings Over the Rockies Air and Space Museum in Denver, Colorado. Amelia is excited to share the remaining funds from the Fly With Amelia Foundation to another aviation charity helping to promote women in aviation and will be sharing exciting details soon. From the Air Force Thunderbirds, to the Reagan Library, to corporations like Capital One, Apple, Microsoft, Lockheed Martin, IBM and United Healthcare, Amelia's list of clients who trust her message of agility continues to grow. Join us Tuesday morning to hear Amelia's fascinating story as well as insights on taking a pilot's perspective on navigating life's turbulence.

Earhart's summer 2014 journey around the globe spanned:

28,000 miles flown 108.6 flight hours 80% over water 18 days 14 countries

6 equatorial crossings

## **TUESDAY BREAKFAST SESSION SPONSORED BY:**





# Added to our lineup of Cooking@Home solutions



See you at NFRA 2023!

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## Honoring Excellence in Marketing & Merchandising of NFRA's Annual Promotions

NEW in 2023: Retail Dietitian Wellness Program



This luncheon on Tuesday will recognize the 2023 winners of NFRA's Golden Penguin Awards competition. Earlier this year, companies from around the United States entered the competition to share how they highlighted the March Frozen Food Month, June Dairy Month and Summer Favorites Ice Cream & Novelties promotions, through in-store displays, community events, social media campaigns, and other marketing and merchandising methods. The awards program features categories that reflect today's marketing practices:

- In-Store Display
- In-Store Event
- Community Involvement
- Social Media Campaign
- Private Brand Campaign
- Overall Marketing Campaign

**Subcategories:** Retailer, Wholesaler, Manufacturer, Sales **Agent & Local Association** 



Organizations of any size could enter any category applicable to their business. Entries were judged on their own merit taking into consideration organization size and/or program budget by a panel of marketing professionals. This panel of judges determine category winners based on creativity, clarity and the effectiveness of each program/promotion entered. Explore recent insights surrounding NFRA's three annual promotions in the article on page 24; and join us at the Awards Luncheon to congratulate all of the 2023 Golden Penguin Award Winners!

## **Top Marketer Awards**

The highest scoring entries in each of the Overall Marketing Campaign categories will be named as the elite group of Top Marketers, which will be unveiled during the luncheon for the very first time!



# **Tuesday Luncheon Sponsored by:**











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# THREE PROMOTIONS, THREE SURVEYS, ONE FOCUS

#### NFRA Consumer research efforts provide insight for the entire industry

BY KEITH WARDEN, VP OF INSIGHTS & ANALYTICS, ATOMIK RESEARCH

Each year, NFRA looks for emerging trends that can offer new opportunities for members and the entire

industry. One way this is achieved is via consumer research, aimed at gaining insights into shopper perspectives and behaviors. In 2023, NFRA embarked on three impactful survey projects, strategically aligned with March Frozen Food Month, June Dairy Month and National Ice Cream Month. Comprehensive survey results and data were conducted among U.S. consumers generating valuable data. The results were shared with both NFRA members and the media, spotlighting how our industry impacts and benefits the lives of families nationwide. The following are brief snapshots of each research survey's results along with some top data points.



#### MARCH: FROZEN AISLE & MARCH FROZEN FOOD MONTH

Compelling frozen food findings from this survey of 2,005 adult U.S. consumers thawed into two core themes:

Eating Easy: Results indicate many U.S. consumers can't sit still when eating a meal. For busy consumers that are constantly on the go, complicated approaches and time constraints related to mealtime preparation are barriers they seek solutions to.

- 81% of parents report they sometimes or always eat on the go. Fewer adults who do not have children under 18 living at home (59%) say the same.
- 64% of U.S. consumers say the time to prepare a nutritious meal is the most significant barrier to cooking (73% for parents specifically).

Frozen Quality: The survey also explored U.S. consumers' perspectives on frozen foods and their awareness of March Frozen Food Month. Findings suggest that nutritional ingredients and quality are among the top priorities for most U.S. consumers when having a meal.

- 60% say they are likely to try a new frozen food product after being informed that March is Frozen Food Month (71% for parents specifically).
- 32% of U.S. consumers believe that vegetables and fruits lose nutrients once frozen, whereas almost half (46%) say they don't believe they do.

JUNE: DAIRY AISLE & JUNE DAIRY MONTH

As focus shifted to June, research explored the dairy aisle. This survey of 1,000 U.S. adults with children under age 17 in the home, plus 1,004 U.S. adults

without children uncovered three themes that illustrate the continued importance of the dairy aisle in feeding families and/or sourcing innovative products.

Dairy Aisle Lifestyle: Results illustrate the continued importance of the dairy aisle in U.S. consumers' regular shopping, serving as a "must-stop" on their in-store journey.

- 70% of U.S. consumers agree the dairy aisle is a must-stop on every grocery shopping trip.
- 88% of U.S. consumers say they are likely to find options that fit their lifestyle in the dairy aisle.
- Over half of U.S. consumers (54%) are more likely to take a chance on a new product they find in the dairy aisle.

Beyond Dairy: Results show that consumers buy non-dairy items in the dairy aisle and that some seek out new, innovative non-dairy alternatives.

**67%** of U.S. consumers say frozen foods bail them out of a last-minute what's for dinner conversation at least once a week.

**Top 5 Reasons**Consumers Choose Frozen Foods:

Convenience: 65% Longer Saving time: **56%** shelf-life: 39% Budget-friendly: 43% Quality: 30%



- 36% of Millennials consistently buy plantbased milk from the dairy aisle.
- More than half of U.S. consumers (51%) are finding their favorite snacks in the dairy aisle.

**Breakfast Beverage Bounty:** Across all generations, breakfast at home is preferred, and the dairy aisle is the go-to place for finding the best of breakfast beverages.

U.S. consumers most frequently report consistently buying the following non-dairy items from the dairy aisle:









- The majority of U.S. consumers (72%) are more likely to eat breakfast at home compared to any other meal of the day.
- Almost 70% of U.S. consumers claim coffee completes their breakfast, while 56% say the same of orange juice. About half (47%) say milk completes their breakfast.

#### **JULY: ICE CREAM DAY & NATIONAL ICE CREAM MONTH**

A favorite mid-summer treat rounds out this trio of surveys. Ice cream inclinations explored the perspectives of 2,001 U.S.

consumers, about half with children under 17 and half without. Results solidified themes around frozen treat preferences, healthful leanings and even ice cream hoarding habits.

Frozen Treat Preferences: When, where and what consumers enjoy regarding their favorite frozen treats were found, along with some interesting differences by generation and for parents compared to non-parents.

- 57% of Baby Boomers say the couch is their favorite place to enjoy a frozen novelty. Comparatively, just 26% of Gen Z say the same.
- 56% of parents say they look for non-dairy frozen treats when grocery shopping. On the other hand, 38% of non-parents say that they do.

**3 in 4 parents** feel that birthday cake is incomplete without a side of ice cream!

Healthful Inclinations: Survey results shed light on intriguing and health-consicous perspectives, revealing individuals' preferences for their favorite frozen treats or healthier alternatives.



- 77% of U.S. consumers feel that ice cream can be enjoyed as part of a balanced diet.
- Nearly half of U.S. consumers (49%) say that they look at ice cream and frozen novelty food labels most of the time or always.
- Three in five (60%) say they are likely to try "better-for-you" dessert options (69% for parents specifically).

-) 44% of parents typically eat ice cream between 7:00 pm and 10:59pm

**Hoarding Habits:** Differences between generations of parents emerged related to hiding/not sharing ice cream, and some findings suggest parents indulge in more ice cream or frozen novelties than non-parents do.

- More than 2 in 5 Gen Z parents (43%) hide ice cream from their kids, compared to 21% of Gen X parents.
- Parents consume ice cream or frozen novelties an average of about 9 times per month (Mean=8.56), while non-parents consume ice cream or frozen novelties around **7 times** monthly (Mean=7.07).

#### THE TAKEAWAY

While each of the three surveys focused on different topics important to the frozen and refrigerated foods industry, two overarching themes can be seen:

- U.S. consumers continue to reach for both frozen foods and products in the dairy aisle for the nutritional and convenience benefits.
- Innovation and alternatives are sought, expected and embraced by consumers.

These overarching themes hint at abundant opportunities that lie ahead for the categories, to meet and exceed expectations of U.S. consumers.

For more information on research supported by NFRA, contact Kate Landis at Kate@nfraweb.org.

Methodology • NFRA commissioned Atomik Research to conduct each of the three online surveys. Additional methodology details for each are as follows:

- March Frozen Foods: 2,005 adults throughout the United States. The margin of error is +/- 2 percentage points with a confidence interval of 95 percent. Fieldwork took place between January 26 and January 31, 2023.
- June Dairy Aisle: 2,006 adults throughout the United States. The sample consists of 1,002 parents of children under the age of 17 living at home and 1,004 adults without children. The margin of error is +/- 2 percentage points with a confidence level of 95 percent. Fieldwork took place between March 29 and April 7, 2023.
- July Ice Cream and Frozen Novelties: 2,001 adults throughout the United States. The sample consists of 999 parents and 1,002 respondents who are not currently parents. The margin of error is +/- 2 percentage points with a confidence level of 95 percent. Fieldwork took place between May 6 and May 8, 2023. Atomik Research is an independent, creative market research agency.



**Atomik Research**, a division of 4media group, is a full-service creative market research company delivering insightful qualitative and quantitative research results that get people talking. We have a dedicated team of research practitioners with over four decades of quantitative survey experience collectively. Atomik team members' experience and skills come from a variety of backgrounds such as consumer research, behavioral profiling, business intelligence, communications, performance measurement, advanced data analytics and academia. To learn more, visit AtomikResearch.com.

About the Author • Keith Warden serves as Vice President of Insights & Analytics at Atomik Research. He has nearly 20 years of combined experience in consumer insights, market research and integrated marketing communications and helps lead interdisciplinary research projects at Atomik.





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# Your Coast-to-Coast Solution for BRAND GROWTH IN FROZEN & REFRIGERATED FOODS!





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NFRA member tabletop exhibits can be found in the NFRA Convention Registration area. Explore services this year's participants offer and how they could benefit your company!

# **Triple T Transport**

Founded in 1988, Triple T Transport is an award-winning logistics company and freight broker, providing third-party logistics (3PL) services nationwide and helping clients ship goods throughout the United States and Canada with experienced, cost-effective FTL and LTL freight shipping solutions.



## **Ease Logistics**

Ease Logistics is a transportation solutions company supporting companies in the food and beverage manufacturing industries. Ease offers a wide variety of solutions to move products to their final destinations. Ease ships for planned inventory as well as critical production needs, and offers specialized



options for rushed and fragile cargo through temperature controlled, over dimensional, and expedited shipping.

## **NewCold**

NewCold provides automated cold storage services designed to increase efficiency in the cold supply chain and providing leading food companies with the most compelling logistic cold chain experience possible. With world-class and energy efficient systems and a global network with 11 locations on three continents and 1,200 employees, NewCold stands out from conventional cold storage companies; and offers over 927,000 pallet positions.

## Blakeman Transportation, Inc.

Blakeman Transportation, Inc. provides exceptional food grade Full Truckload, LTL, and Warehouse Services for temperature controlled and dry shipments. Blakeman's strengths lie in the length and breadth of experience. Blakeman has



handled dry van and temperature controlled food grade, expedited, and special request deliveries for Fortune 100 companies down to small individual entrepreneurs. Blakeman Transportation has been in business for 30 years and has successfully met and exceeded customer expectations within the segments served throughout the lower 48 states.







### **Excellence Industries**

Excellence is the only commercial refrigeration company that provides a complete continuum of partnership that begins with innovative custom designs and graphics. Then Excellence offers logistics and distribution, leasing, service, and recycling - all from one reliable resource. For over 50 years, the company has been supplying self-contained refrigeration units and producing an extensive range of coolers and freezers for display and storage.



Profit from the Power of Partnership.

## Hansen-Rice, Inc.

Since 1983, Hansen-Rice has grown from a regional design-build contractor to an integrated solution provider of construction services supporting a broad range of clients nationwide. Capable



and experienced in a variety of project delivery methods, HRI is best known for its ability to expedite the delivery of complex facility projects to market using its Progressive Design-Build approach.

## **Tucker Company Worldwide**

With 62 years of experience in the freight transportation industry, Tucker Company Worldwide is North America's oldest privately held freight brokerage specializing in coordinating critical freight, including temperature controlled, oversized, and high-value, high-security



shipments. Tucker's freight security and quality processes and procedures are at the core of its business, which are highlighted by its ISO 9001:2015 certification and reinforced by its thorough approach to carrier selection. Tucker goes the extra mile for their clients with services such as 100% in-transit shipment visibility, business intelligence optimization, KPI reporting, and 24/7/365 expert logistics support.



# SUCCESSFUL SUCCESSFUL EXPERIENCE

# AND TIPS FOR A **SUCCESSFUL EVENT**

# Register & schedule early

Visit NFRAConvention.org to register as soon as possible so that you are added to the official Attendee List and mobile app's Attendees section. Once you're on the list, people can contact you to schedule meetings; and you will have access to all attendees' contact information so you can reach out to inquire about meeting. Retailers' schedules fill up quickly, so be sure to promptly begin scheduling your meetings!



# Become a sponsor or advertiser

There are many ways to gain valuable brand exposure prior to and during the NFRA Convention. Sponsorships include a variety of benefits like complimentary registration and brand recognition throughout event materials; and print and digital advertising puts your products and services in front of top industry executives. Spots for both sell out quickly, so be sure to reserve now by visiting NFRAConvention.org.

# **Retailer Refreshment Station**

Throughout the event, stop by the complimentary beverage stations near the Retailer Meeting Rooms on floors 3-7 of the South Tower.

# Sponsored by:





# **General Sponsors**

Thank you to these sponsors for their generous support of the 2023 NFRA Convention!















App Sponsored by:

# **Mobile App**

Available in the Apple and Google Play stores, the 2023 NFRA Convention app grants users access to the most current list of attendee contact information, product showcasing participants, sponsors, agenda details, meeting room maps, and more! Just search NFRA Convention in your app store and use the password SanDiego23 to login with your email. \*You must be a registered attendee to access the app.







Password: SanDiego23

# Attend all event functions

All meals and receptions are included with your registration fee, so it is beneficial to prioritize attending the scheduled functions in addition to your scheduled meetings. You can maximize networking opportunities by participating in meals and evening receptions, which are perfect for meeting other attendees and making informal connections. Located in Marina D near the NFRA Registration area, Café NFRA is an ideal place to relax between meetings and get to know fellow attendees by striking up a conversation.





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- Network of 200-plus integrated facilities in North America
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- Customized solutions tailored to your unique needs

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# RETAILERS/WHOLESALERS Registered as of August 1, 2023

Albertsons Mid Atlantic

Albertsons National

Albertsons Northern California

Albertsons Portland

Albertsons Seattle

Albertsons Southern

Albertsons Southern California

**Albertsons Southwest** 

ALDI, Inc.

Alliance Retail Group

Associated Food Stores, Inc.

Associated Wholesale Grocers

(AWG)

**Babbs Supermarket** 

Bozzuto's, Inc.

Brookshire Grocery Co.

C & S Wholesale Grocers, Inc.

Certco, Inc.

Coborn's, Incorporated

Cub Foods

Elite Brands LLC

The Fresh Market

Gelson's Market

Geison's Market

Grocery Outlet, Inc.

Harmon City, Inc.

Harris Teeter, LLC

**Houchens Food Group** 

Hy-Vee, Inc.

Jewel-Osco

KoolTemp Foods, Inc.

K-VA-T Food Stores, Inc.

The Kroger Co.

The Kroger Co./84.51°

Meijer, Inc.

Merchants Distributors, LLC (MDI)

Raley's Family of Fine Stores

Rouse Enterprises, LLC

Schnucks Markets, Inc.

Southeastern Grocers

SpartanNash

Stater Bros. Markets

Stop & Shop

Strack and Van Til

**Target Corporation** 

Topco Associates LLC

Tops Markets, LLC

UNFI

The United Family

United Grocery Outlet/Bargain Barn

Wakefern Food Corporation

Weis Markets, Inc.

WinCo Foods



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# AQs & Important Things to Know **FULL NFRA HOTEL & REGISTRATION POLICIES** CAN BE FOUND AT NFRACONVENTION.ORG

### Registration FAQs

How much is registration? NFRA member companies can send representatives at a cost of \$750 per person. Retailer/Wholesaler NFRA members receive complimentary registration. If your company is not yet a member of NFRA, registration is \$3,000 per person.

Where and when can I register? Prior to October 7, you may register online at NFRAConvention.org. To register on-site, visit the NFRA Convention Registration Desk, located on the third floor of the South Tower of the hotel in the Marina Registration area. From the hotel lobby, go back toward Marina Kitchen and take the escalators up to the third floor. Ahead you will see the NFRA Convention Registration Desk and Marina Ballroom lobby.

What is included in my registration? Your registration provides entry to Café NFRA, Taste of Excellence, Monday and Tuesday Breakfast Speaker Sessions, Monday Annual Membership Luncheon and Networking Reception, Tuesday Awards Luncheon, plus all business meetings.

How do I get my badge and do I always have to have it with me? You will receive your event badge and all other event information when you check in at the NFRA Registration desk. The badge must be worn for admittance to all Convention events, including meals and business appointments. Please visit the NFRA Registration desk for on-site registrations and name badge changes or updates.

What do I do if I lose my badge or need a replacement? Please return to the NFRA Registration Desk and we will provide you with a new badge.

Why do I see different colored lanyards? Retailers/ Wholesalers wear a red lanyard. All other attendees wear a white lanyard.

## **Business Meeting FAQs**

#### **How do the Customer Business Meetings work?**

Business appointments are scheduled prior to arriving in San Diego using the provided Attendee List or mobile app. NFRA provides Retailer members with complimentary meeting rooms in which to hold appointments throughout the Convention. These meetings can take any direction the participants choose - from the review of an established account to the introduction of a new product or service.

#### Where do the business meetings take place?

Meeting rooms are located in the South Tower between floors 3-7. Some meeting rooms are in hotel conference rooms, and some are in converted sleeping rooms.

Cntd. Retailer Meeting Room names and locations are posted at the NFRA Registration desk and meeting room floors. They are also available on the Convention mobile app.

How long are meetings? NFRA recommends 25 minutes, with 5 minutes to move between meetings. but this is up to the Retailers' discretion.

How can I keep track of everything? Download the official event mobile app by searching NFRA Convention in your app store. There, you can view the agenda, attendee contact information, speaker details, maps of the retailer rooms, and use the calendar to stay organized throughout the event.

Where can I print something for my meeting? NFRA strongly recommends Going Green! Retailers request that meeting materials be presented and shared digitally, if possible. If necessary, the FedEx office at the Marriott is located on the lobby level and has computer and printer access for printing documents.

#### Miscellaneous FAQs

How do I make my hotel reservation? Once you register, you will receive a link in your confirmation email to book your room within the NFRA room block.

What is the recommended attire for Convention? Business casual attire is appropriate.

Is there free wi-fi throughout the hotel? All guests staying within the NFRA room block receive complimentary wi-fi in their sleeping room. There is also complimentary wi-fi for attendees in Café NFRA, located in Marina D. The hotel offers complimentary wi-fi in the lobby and public areas.

Where can I pick up packages or mail things at the hotel? The FedEx Office, located on the lobby level of the South Tower. Store Hours: Monday-Friday 7:30am-6pm | Saturday-Sunday 8am-2pm

I want my company to be more involved next year. How do I make sure I'm involved? Registration opens March 1. This is also the opening date for all sponsorships, Taste of Excellence, and Café NFRA. It's important to sign up early as these opportunities typically sell out early.

Can my spouse attend the Convention? Yes, and their registration is complimentary. Be sure to include their name when registering; and remember that "spouse/guest" is defined as: one accompanying a registered attendee, but not present for the purpose of conducting business.

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Check-out:

#### **HOTEL DETAILS**

Overlooking a private marina on the San Diego waterfront, the Marriott Marguis & Marina is just steps away from the vibrant Gaslamp Quarter and Petco Park. Located just three miles from San Diego International Airport, the picturesque hotel offers The Hideaway Day Spa, a 24-hour gym, two outdoor swimming pools, three Topgolf Swing Suites, and many award-winning restaurants.





### DINING

#### **Bayside Lounge featuring Topgolf Swing Suite:**

Handcrafted cocktails and light bites with waterfront views **Exchange:** American grab & go restaurant serving

breakfast, lunch, dinner and snacks

Marina Kitchen: Breakfast buffet, lunch and dinner restaurant with reinvented comfort food and creative takes on America favorites

Roy's: Asian fusion that blends classic techniques with Pacific Rim flavors

Starbucks: For your favorite hot or cold coffee, specialty beverage or breakfast and other treats Tequila Bar & Grille: Outdoor poolside restaurant serving Baja Cali-inspired lunch or dinner dishes



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# GLOBAL FOOD PROPERTIES



#### INTRODUCTION

- Global Food Properties is a real estate brokerage firm headquartered in the United States, with transaction experience across North and South America, Europe, and Oceania.
- Global Food Properties is a principal-led boutique; it is not a franchise, nor is it a network. Few property agents, if any, spend as much on its clients' behalf as Global Food Properties.
- With nearly 200 transactions exceeding \$620,000,000, Global Food Properties has a proven ability to curate a global marketplace. There is no other firm like it.



- Global Food Properties' strict focus is the sale of regulated food, beverage, nutrition, and ingredient manufacturing facilities. We are fluent in the property impacts of margin compression and the revised FSMA.
- The Firm excels in packaging and presenting for sale complex production plants.
- Privacy and discretion are hallmarks of our practice. We understand how to manage proprietary data and competitors.

#### **DIFFERENTIATORS**

- Connectivity: The Firm's proprietary databases, buy and sell-side pursuits, and global network prepare and inform us uniquely.
- Investment: The Firm's industry engagement and media spend are significant force-multipliers. No competing firm invests more of its own resources in its clients' outcomes than Global Food Properties.
- Results: Who you choose matters. Marketing purpose-built assets is not the province of amateurs and generalist brokers.







For further details on how Global Food Properties differs from the brand names, please contact:



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