

Beyond Benchmarks

2023

IMPACT REPORT

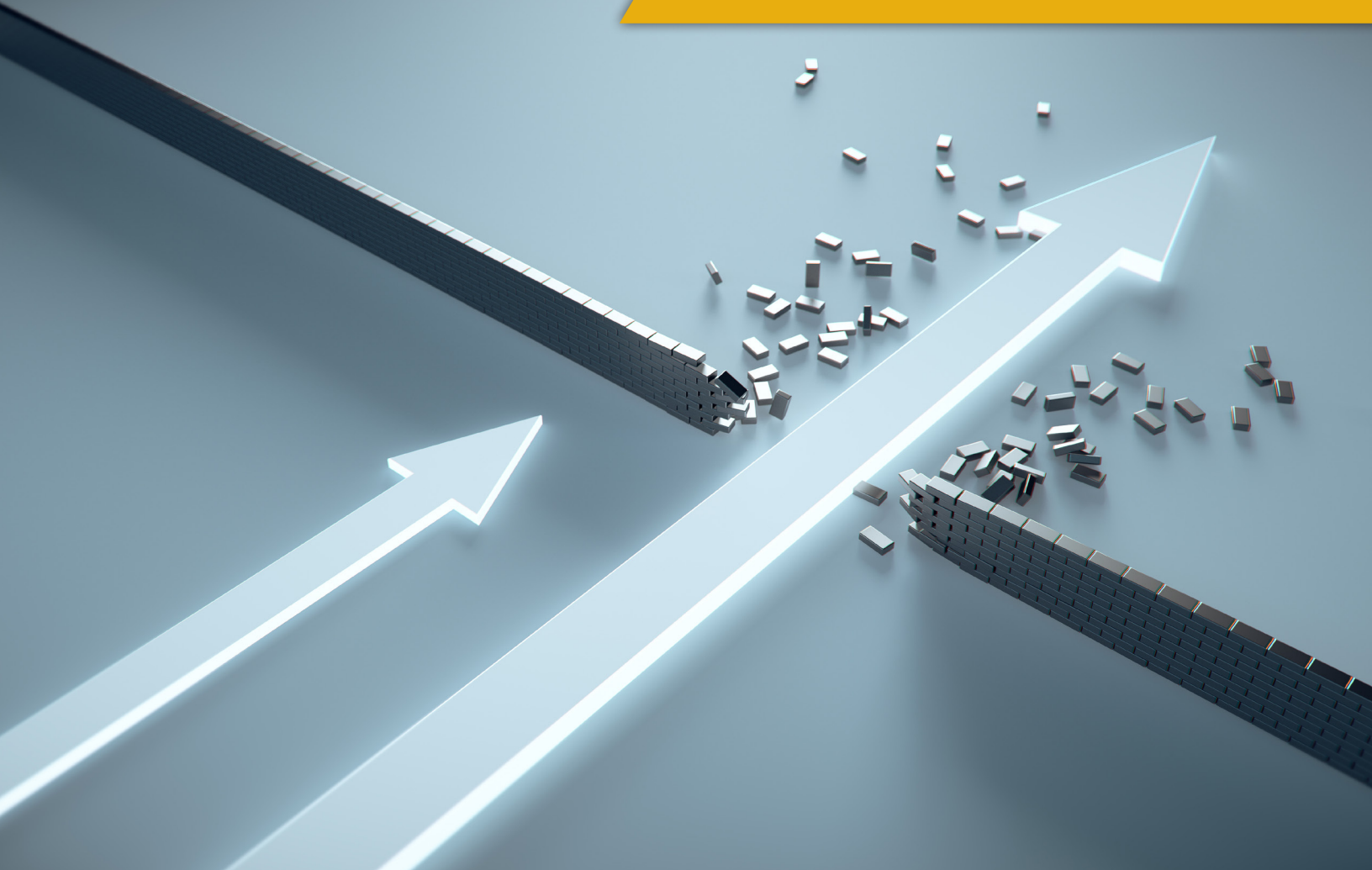


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MAKING AN
IMPACT

MESSAGE FROM THE PRESIDENT & CEO

You'll notice a change on the cover of this report from prior years...

Yes, this annual publication summarizes our efforts, initiatives, and results as an association over the course of the year; but more importantly, it now highlights the **impact** these initiatives have had on members, the categories, and consumers. As an association, NFRA's mission is to **promote the sales and consumption of frozen and refrigerated foods through: education, training, research, sales planning and providing a forum for industry dialogue**. Everything we do should **impact**, or strongly effect, our mission.

In 2023, we supported this mission through national promotions dedicated to our categories (including the soft launch of a new joint promotion), by executing robust annual PR campaigns showcasing the innovation and benefits found in frozen and refrigerated dairy, and through commissioning multiple consumer research surveys, conducted to offer data and actionable insights to members. 2023 results surpassed previous benchmarks and we saw record numbers in membership growth, event participation and engagement, and consumer interaction via our Easy Home Meals channels.

Financially, NFRA remains strong, with strategic investments in place that enable us to elevate our promotional programs and continue exploring new ways to promote and market our industry to consumers.

The Executive Conference in Tempe featured retailer keynotes and industry experts that examined trends, behaviors and opportunities facing our categories. The 2023 NFRA Convention in San Diego reached new records for overall attendance, business meetings, retailer participation and sponsorship engagement. Exceptional networking and business opportunities took place over three days, bringing the entire industry together under one roof.

Our longstanding annual promotions, March Frozen Food Month, June Dairy Month, and Summer Favorites, have not only driven brand and category growth, but also increased consumer awareness and engagement. By leveraging digital media partnerships and social platforms like TikTok and Meta, NFRA continued to amplify its messaging across Easy Home Meals and reached new audiences. And, for the first time in more than 20 years, NFRA announced and fully funded the soft launch of a new promotion, **ReDiscover Dairy & Frozen**, which celebrated innovation in both categories, and encouraged consumers to **ReThink** how they shop the aisles.

Our consumer PR campaigns, **Real Food...Frozen** and **Dairy...and Beyond**, have continued to resonate with shoppers on a daily basis. We continued to promote our categories and raise awareness through our Easy Home Meals website and social channels, elevating our reach to a **record-breaking 2.8+ billion impressions**. NFRA unveiled comprehensive research, from a 12,000+ consumer survey, that provided insights and opportunities for the industry to leverage when evaluating at-home eating occasions post-pandemic. Additional unique consumer surveys were executed in advance of all our national promotions, which in turn provided data points and stats to share with the industry and trade press.

I want to express my gratitude to the Executive Committee and our Board of Directors, who offer their time and resources in support of NFRA and the advancement of our industry. A very special thank you to Kevin Schwab, Pictsweet, for serving his second term as Chairman and providing continued strategic guidance and insight. With the committed leadership from our Board, I am excited for what lies ahead, and to celebrate the impact that will surely be made!



Tricia Greyshock
NFRA President & CEO



Kevin Schwab
The Pictsweet Company
2022-2023 NFRA Chairman

Sincerely,

A handwritten signature in black ink, appearing to read 'Tricia Greyshock'.

Tricia Greyshock, NFRA President & CEO

2023 HIGHLIGHTS

#1

association representing the
interests of the frozen and
refrigerated foods industry

101 new members joined the association

21.69% increase over last year

439 member companies in the association

15.83% increase over last year

1,762 individuals attended NFRA events

12.09% increase over last year

2.8+ billion consumer PR campaign impressions

12% increase over last year

EXCEEDING
EXPECTATIONS

4

NATIONAL
ANNUAL
PROMOTIONS



2

YEAR-ROUND
CONSUMER PR
CAMPAIGNS

Real Food. *frozen.*
Dairy... *and Beyond*

1

INFLUENTIAL
CONSUMER
BRAND



4

WEBSITES REACHING
CONSUMERS &
THE INDUSTRY

NFRAweb.org
NFRAConvention.org
NFRAExecutiveConference.org
EasyHomeMeals.com

3

NEWSLETTERS
SHARING INITIATIVES
& ACTIVATIONS

Industry Insider
New Products
Easy Home Meals

6

ALL-INCLUSIVE
MEMBERSHIP CATEGORIES

Manufacturers
Retailers/Wholesalers
Sales Agents
Logistics Providers
Distributors
Suppliers

2

NATIONAL
ANNUAL MEETINGS





The 2023 Executive Conference in Tempe, Arizona, featured leading speakers and engaging networking events, including the Annual Penguin Open Golf Tournament. This gathering brought together top decision-makers in the frozen and refrigerated food industry to discuss current trends and foster connections, driving valuable business relationships.



CONFERENCE HIGHLIGHTS

- Over **180 attendees**—the highest attendance number to-date
- Retailer Keynote addresses by **Tammy DeBoer**, President, Harris Teeter and **Tony Sarsam**, CEO, SpartanNash
- Outstanding business sessions and speakers included:
 - **The State of the Industry and Forces of Change We're Watching**
Jason English, Goldman Sachs
 - **Transportation Trends & Key Themes in Refrigerated/Frozen Retail**
Ben Metzger & Chris Johnson, Cleveland Research Company
 - **The Future of Dinner**
David Portalatin, Circana
 - **The New Right Side Up: Winning Retail Strategies in a World Turned Upside Down**
Bryan Gildenberg, Conflucner Commerce
 - **Strategies to Improve Sleep and Performance**
Dr. Ana Krieger, Cornell University
 - **NFRA Research Preview: Advancing Home Consumption in the Frozen & Refrigerated Sector**
Ian Jenkins, 4media



42% increase
in attendance over previous year



2024
**MEETING
DATES**

**NFRA Executive
Conference**
April 8-10, 2024
The Westin Tempe
Tempe, Arizona

**Annual
NFRA Convention**
October 5-8, 2024
Gaylord National Harbor
National Harbor, Maryland

NFRA Convention

FROZEN & REFRIGERATED FOODS

3 days of impactful business meetings

The 2023 NFRA Convention in San Diego, California was a record-setting success. 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.

CONVENTION HIGHLIGHTS

- Attendance exceeded **1,577 individuals**—the highest participation in recorded history—a **15% increase** over the past year.
- Over **5,000** business meetings were held and **119 retailer meeting rooms** were reserved over the three-day event—a **19% increase** from 2022.
- Taste of Excellence opening reception featured **54 brands**, including **9 new member companies**, and **124 of the newest and most innovative products** the industry has to offer.
- Speed Meetings accommodated new members and small manufacturers; **25 retailers** and nearly **90 manufacturers** participated in more than **650 meetings**, an **increase of 13%** over the prior year.
- **18 participating brands** showcased their products in Café NFRA—a central, informal gathering spot for attendees.
- Entertaining breakfast speakers, **Alex Banayan**, best-selling author on exponential growth and **Amelia Rose Earhart** around-the-world pilot, podcast host and artist, started each day.
- Golden Penguin Award winners for March Frozen Food Month, June Dairy Month and Summer Favorites Ice Cream & Novelties promotions were recognized, and **11 Top Marketer Awards** were presented.



**3 DAYS OF
BUSINESS
GROWTH**

**NEARLY 1,600
ATTENDEES**

**OVER 5,000
CUSTOMER
MEETINGS**

GOING GREEN IN 2023

- QR codes minimized paper waste & streamlined communication
- Digital meeting capabilities for all retailer meeting rooms



ANNUAL PROMOTIONS

approaches in-store, online and through traditional, digital and social media platforms, these efforts have been a driving force in enhancing awareness and engagements.



January 2023 saw the soft launch of our **ReDiscover Dairy & Frozen promotion**, the first NEW promotion in more than 20 years that celebrated innovation in both categories, and encouraged consumers to leverage our categories at home during mealtimes.

2023 REDISCOVER RESULTS

- Total impressions surpassed goals by **205%**
- Landing page visits exceeded goals by **315%**
- **75K** landing page visits
- Garnered **4.9M** impressions & **55.8K** engagements

#RETHINK

Discussions around how to rethink the benefits you get from eating items from the frozen and refrigerated aisles.

#RESTOCK

Conversations around how to stock your fridge and freezer at home with items found in the dairy and frozen aisles and how to buy groceries for the month.

#REFRESH

Dialog around the health and wellness benefits that can be realized from frozen and refrigerated food products.

#REIMAGINE

Inspire consumers to try new recipes using both frozen and refrigerated products together.



National Promotion Initiatives & Activations

The March and June national programs incorporated a media partnership with AdAdapted, emphasizing a mobile-centric strategy with Add-to-List and Click-to-Cart functionalities.

- Supermarket Gift Card and VIP Coupon Giveaways sparked consumer interest and engagement throughout all the promotions.
- The Easy Home Meals consumer website, along with social media platforms, digital toolkit, point-of-sale materials, and other resources, played an active role in supporting the March, June, and Summer Favorites promotions.



- Retailers, manufacturers, sales agents, and local associations nationwide joined forces to develop profitable in-store displays and promotions, execute effective digital and social media campaigns, and actively contribute to their communities throughout the promotions.
- Companies of various sizes and industries submitted their top programs, vying for the prestigious Golden Penguin Award.



MAKING AN IMPACT ON CATEGORY SALES

March Frozen Food Month 2023 continued to inspire consumers to explore the latest innovative brands and diverse cuisines available in the frozen food aisles. NFRA and 16 leading manufacturers 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 and meal solutions with frozen foods.



\$2.95M projected omnichannel revenue: Total cart value of frozen products placed into e-comm carts and add-to-list engagements during March 2023.

June Dairy Month 2023 highlighted the evolution of the modern dairy aisle, emphasizing its adaptability over the years. The promotion underscored the dairy aisle as a hub for everyday essentials alongside trendy foods and beverages catering to diverse lifestyles and dietary preferences. NFRA, in collaboration with eight leading manufacturer brands, successfully engaged millions of consumers by offering incentives to purchase refrigerated foods and promoting positive messaging about the category.



\$1.58M combined omnichannel revenue: Total cart value of refrigerated products placed into e-comm carts and add-to-list engagements during June 2023.

Summer Favorites Ice Cream & Novelties 2023 showcased exciting promotional features, enriching the ice cream shopping experience throughout June and July. Celebrating America's affection for these refreshing treats, ten manufacturer brands joined with retailers in executing special events and captivating in-store displays aimed at boosting sales. Additional incentives, both online and in-store, were used to encourage customers to try out and buy the wide range of new and innovative ice cream and novelty options available.



Ice Cream & Novelties



Golden Penguin Awards Competition

This respected awards competition honors excellence in merchandising and marketing across NFRA's three annual promotions. A total of **70 Gold and 67 Silver Penguins** were awarded to deserving recipients from various categories including manufacturers, retailers, wholesalers, sales agents, and local associations. Additionally, the winners of the 2023 Top Marketer Awards were announced at the NFRA Convention.



CONSUMER PR CAMPAIGNS

NFRA reaches and engages hundreds of millions of consumers year-round through personalized messaging tailored to both frozen

and refrigerated foods, complemented by an array of meal solutions, recipe collections, and lifestyle content. These strategic industry efforts not only amplify consumer engagement during NFRA's annual promotions but also sustain ongoing dialogue about these categories. Our ultimate objective is to spark fresh conversations that shift perceptions of 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.

MESSAGING PILLARS

REAL • EXPLORATION
FLAVORFUL • VALUE

Dairy... *and Beyond*

MESSAGING PLATFORM

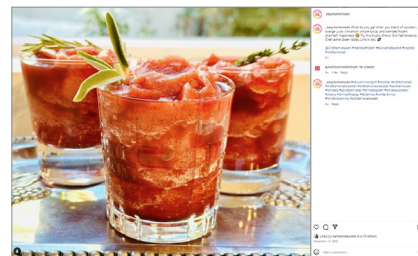
Today's modern dairy aisle has evolved over the years, adapting to new lifestyle changes, food trends and every dietary need. Discover innovative beverages and foods beyond the traditional dairy staples that we count on every day and uncover endless creative possibilities.

MESSAGING PILLARS

HEALTH & WELLBEING • VERSATILITY
INNOVATION • INDULGENCE

PR CAMPAIGN OBJECTIVES

- Drive ongoing, positive communications to consumers
- Enhance visibility across traditional and social media platforms
- Raise awareness and consumption of frozen and dairy aisle foods
- Cultivate engagement among NFRA members
- Amplify the presence of members brands, products and initiatives



STRATEGIES FOR SHARING THE FROZEN & REFRIGERATED FOODS STORY

- Cultivate a diverse and authentic network of storytellers and influencers
- Harness the power of comprehensive Easy Home Meals digital and social media strategies
- Craft compelling and immersive content experiences
- Develop valuable and mutually beneficial strategic partnerships
- Create extensive and impactful media outreach initiatives
- Engage NFRA members and leverage member resources

2023 FROZEN & REFRIGERATED CAMPAIGNS:
2.8+ BILLION IMPRESSIONS

+12%
OVER
2022

IMPACTING EVERY BITE

Social Media Platforms

NFRA leveraged Easy Home Meals' social media platforms to effectively communicate the message about frozen and refrigerated foods to large audiences. The continued growth of Easy Home Meals on TikTok and YouTube quickly garnered a highly engaged fan base. Across all channels, we promoted influencer content, recipes, meal ideas, sponsored products, trends, and promotions, resulting in **94.8+ million impressions and 2.7+ million social engagements**.



Easy Home Meals Newsletter

Delivered monthly to an expanding audience of **nearly 100,000 subscribers**, our popular e-newsletters offers a curated selection of recipes, seasonal and planning inspiration, and helpful tips. Subscribers also gain access to exciting consumer contests and sweepstakes hosted by NFRA.

Linked with EasyHomeMeals.com and our social media channels, the Easy Home Meals e-newsletter serves as a practical tool, directing consumers to explore diverse culinary options and community connections.

SOCIAL NUMBERS through 12/31/23

| | |
|--|--------------------|
| | 455,031+ followers |
| | 55,326+ followers |
| | 9,741+ followers |
| | 3,512+ followers |
| | 7,315+ followers |
| | 2,345+ subscribers |

SOCIAL ENGAGEMENT:
170% increase YOY

IMPRESSIONS:
203% increase YOY

Easy Home Meals Website

NFRA strategically optimized the Easy Home Meals website's SEO/SEM efforts, significantly improving its visibility and accessibility. This initiative aimed to enhance consumer engagement and ensure easy access to valuable resources, including thousands of recipes and informative content about frozen and refrigerated foods, while effectively showcasing NFRA member brands. Efforts for the year garnered **4.65+ million impressions and 1+ million pageviews**.

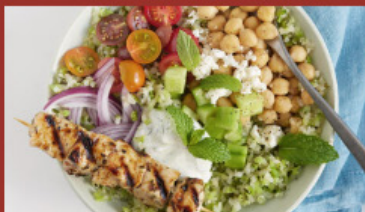
Explore Cooking Tips & Inspiration

All the tips and inspiration you need to create your next great meal.



Cooking Tips

Your go-to source for everything you need to plan the perfect meal, including in-depth recipe advice and serving size tips.



Food Hacks

Get the quick advice you need to take your dishes to the next level.



How-To Videos

Need a little help? Our videos walk you through a recipe step by step.



Recipe Collections

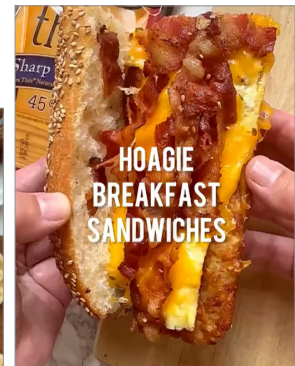
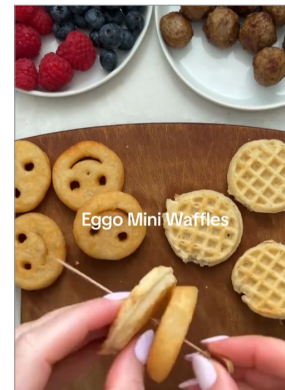
Get inspired with collections dedicated to your favorite holidays, flavors and more.

PR CAMPAIGN HIGHLIGHTS

ELEVATING

Influencer Impact

NFRA's Cool Food Panel, comprised of home cooks, trained chefs, foodie experts, and dietitians, played a pivotal role in our campaign success. This diverse collective of storytellers crafted inventive culinary content, sharing recipes, and inspiring meal assembly ideas. With a focus on spreading positive messages about frozen and refrigerated foods, they showcased over 40 NFRA member brands to their audiences. Thanks in part to their efforts, the Cool Food Panel generated an impressive **85.1+ million impressions**, **a 193% increase from 2022!**



Media Impact

In 2023, our paid media outreach expanded significantly with targeted PR Newswire releases and trade press outreach focusing on key events, consumer research, promotions, holidays, and relevant and seasonal content to boost positive discussions about frozen and refrigerated foods. Highlights included four multimedia distributions and landing pages for the March, June, and July promotions, Mr. Food Test Kitchen activations, and earned media, along with our consumer eating at home survey. These efforts garnered **over 1.9 billion impressions**, **a 33% increase from last year.**

Virtual Media Tours

Virtual media tours (VMTs) for March Frozen Food Month and June Dairy Month with Chef Jamie Gwen extended our message to TV, radio, and online news outlets nationwide. The March VMT focused

on meal assembly ideas to enhance the culinary experience and attract more shoppers to the frozen food aisles, while the June

VMT highlighted the dairy aisle's appeal for various lifestyles and dietary needs. These tours resulted in a total of **4,306 broadcast airings** and **over 84 million impressions.**



BROADCAST AIRINGS:
37% increase over 2022

IMPRESSIONS:
44% increase over 2022

Additional Campaigns

Back-to-School: Our consumer back-to-school campaign was designed to ease the transition into the school year by providing busy families with quick, nutritious meal solutions. With a focus on easy-to-prepare recipes that cater to hectic schedules, we continue to position Easy Home Meals as a reliable resource for parents seeking convenience without compromising on taste or health.

Holiday: Our consumer holiday campaign celebrated the festive season by offering a diverse array of culinary delights, from traditional favorites to creative twists on seasonal classics.

CONSUMER REACH & ENGAGEMENT



Mr. Food Test Kitchen

NFRA collaborated with long-time partner Mr. Food Test Kitchen to craft exclusive recipes, videos and newsletters for Easy Home Meals' social platforms. Additionally, four TV segments were broadcasted nationwide, resulting in activations that garnered **266 million impressions**.

Bonus TV segments featuring our categories accumulated 250 million impressions!



Retail Dietitian Initiatives

NFRA's Retail Dietitian (RD) initiatives saw the expansion of our RD Engagement Panel, recipe creations, infographics, blog posts and other materials. By partnering with RDs, we effectively educate consumers both in-store and online, ultimately enhancing the perception of frozen and refrigerated options as healthy and convenient solutions for everyday meals.

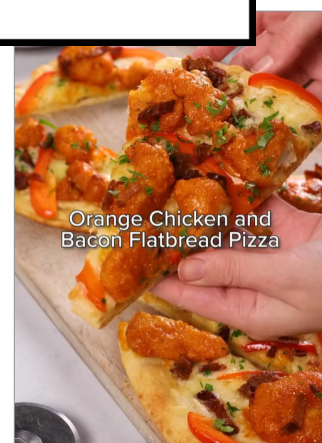
Young Minds Inspired (YMI)

NFRA partnered with curriculum specialists, Young Minds Inspired, to create educational materials for elementary and middle school students focused on building life skills including understanding food costs, avoiding food waste, and the benefits of meal planning. For the first time, materials were translated into Spanish. Over **87,300 teachers** received the program with over **81K visits** to the program microsite and more than **46.5K downloads** of the curriculum.



New Partnership

2023 saw the start of a new partnership with food content studio, Dishworks. Leveraging their expertise in culinary content creation, Dishworks helped us reach and engage consumers in fresh, impactful ways. Together, we collaborated to develop and deliver recipes, meal solutions, food hacks and product showcases that resonated with our audience.



IMPACTFUL COLLABORATIONS

In 2023, NFRA unveiled the results of our consumer research, designed to better understand changing trends in the frozen and refrigerated foods sectors post-COVID-19. Insights focused on consumer behavior, including cooking and shopping habits, product preferences, and their relationship with the frozen and refrigerated categories.

The comprehensive report, which utilized a combination of surveys, household observations, and social media analysis, unveiled several key insights:

- **Sustained Home Cooking Trend:** 81% of consumers continue to cook more than half of their meals at home, demonstrating the staying power of this pandemic-driven habit.
- **Heightened Culinary Curiosity:** Consumers are increasingly seeking creative culinary experiences in their own kitchens, driving demand for products that inspire and enable experimentation.
- **Prioritizing Convenience and Quality:** Consumers are looking for grocery products that are convenient to prepare, taste great, offer versatility, and are priced competitively.



Additional consumer surveys were conducted throughout the year that focused on NFRA annual promotions. Key insights from each survey were revealed in press releases and interactive landing pages. Some of the key takeaways that were uncovered included:



March Frozen Food Month

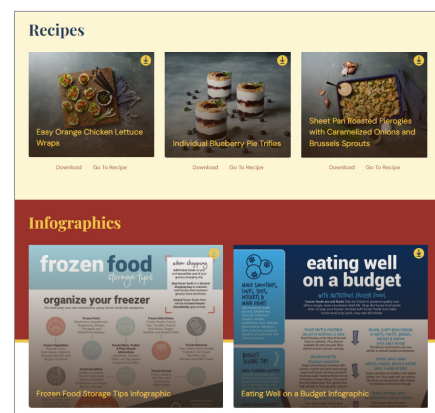
Time-crunched Americans, especially parents, rely on frozen foods for quick, healthy meals. Convenience is key **(65%)**, but nutrition matters **(58%)**. Many still believe frozen fruits/veggies lose nutrients **(32%)**, despite evidence to the contrary. Frozen food comes to the rescue, with parents relying on it most **(77%)** for last-minute dinners.

June Dairy Month

The dairy aisle remains a vital stop for most Americans, offering more than just traditional staples like milk and cheese. Survey results revealed a growing trend of consumers venturing beyond traditional dairy, with over half purchasing non-dairy options like plant-based milk and snacks. **70% of U.S. adults** say the dairy aisle is essential on every grocery trip.

July's Ice Cream Month

The survey highlighted the diverse desires within the frozen treat market. While younger generations seek health-conscious options, parents embrace traditional indulgences. Both groups agree that ice cream holds a special place in celebrations and relaxation. **77% of respondents** feel that ice cream can be enjoyed as part of a balanced diet.



NFRA COMMUNICATIONS

NFRAweb.org

NFRA's industry website serves as the central hub for all Association-related news, information, and resources. Access content about membership, annual promotions, consumer PR campaigns, upcoming events, archived newsletters, and promotional resources. A members-only section houses industry research and the member directory.

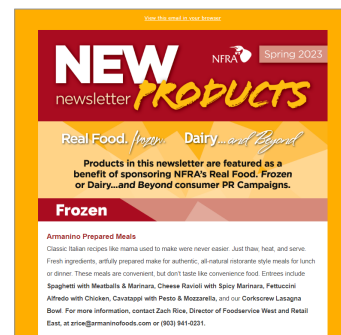


Industry Insider

This monthly e-newsletter serves as a resource for members, providing timely updates on Association news, events and promotions. It features new member profiles, company news, and highlights from our Easy Home Meals consumer channels, ensuring members stay informed and connected to the latest industry developments and NFRA offerings.

New Products Newsletter

Sponsoring brands of NFRA's PR campaigns have the opportunity to showcase their latest product developments and introductions through the New Products Newsletter. This newsletter is distributed quarterly to all members and extends its reach to NFRA's consumer audiences, providing a platform for brands to highlight their innovations and offerings.



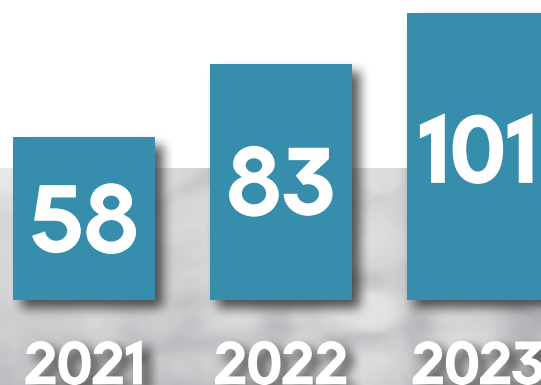
NFRA's Social Channels

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

Value of Membership

NFRA's diverse all-industry membership puts members in touch with over 3,000 contacts from top companies in the industry, 365 days a year, providing endless opportunities for business growth.

NUMBER OF NEW MEMBERS WHO JOINED NFRA



FINANCIAL STATEMENT

For the Twelve Months Ending December 31, 2023

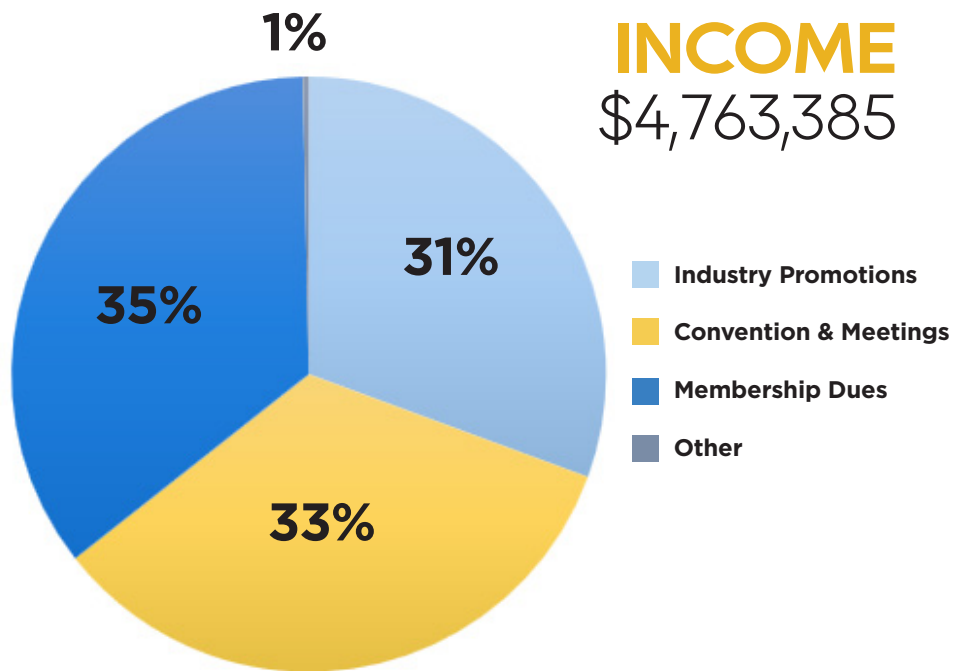
Industry Promotions/Member Services include those expenses related to the Frozen & Refrigerated PR campaigns, the January, March, June, & Ice Cream national promotions, point-of-sale materials, educational programs, and research.

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.

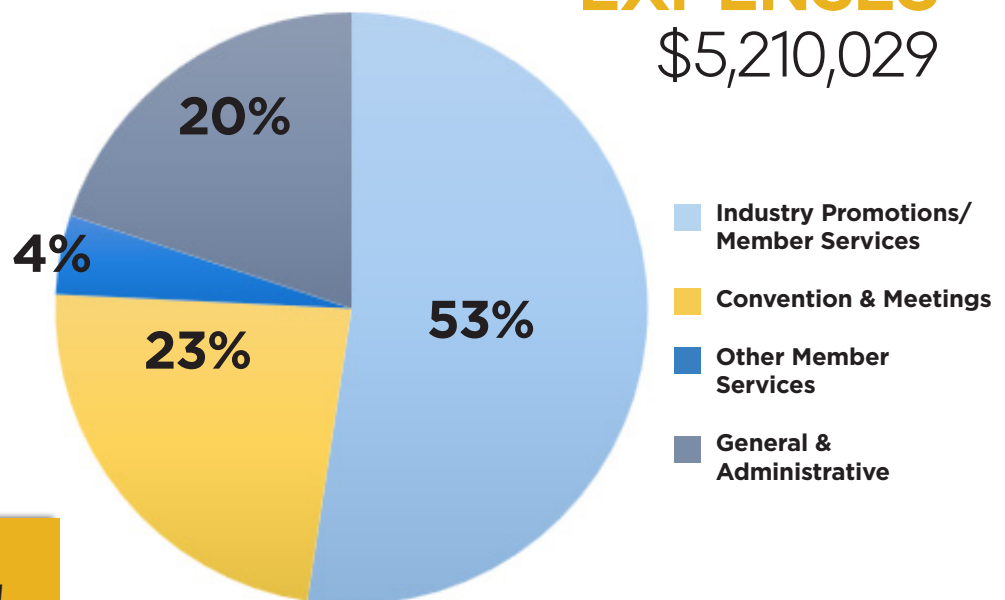
General & Administrative Services include those expenses related to the day-to-day operations of the Association. These include items such as a portion of salaries and travel, office and technology expenses, facility maintenance, office operations, and professional services.

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 Impact Report.

INCOME
\$4,763,385



EXPENSES
\$5,210,029



For the twelve months ending December 31, 2023, the Association had a purposeful loss from operations of \$446,644. Endowment & Investment gain was \$875,841, which resulted in net income of \$429,197.

2024 NFRA EXECUTIVE COMMITTEE



Neil Ritchey
Chairman
InnovAsian
Cuisine



Tracy Aquila
Chairman-Elect
Southeastern
Grocers



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Secretary
Chobani Global
Holdings, Inc.



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



Tony Battaglia
**Vice Chairman-
Refrigerated**
Lactalis American Group



Tye Anthony
Vice Chairman-Frozen
Associated
Wholesale Grocers



Kevin Schwab
Immediate Past Chairman
The Pictsweet
Company



Joe D'Alberto
Past Chairman
Acosta Sales &
Marketing Co., Retired



Matt O'Hare
**Convention
Chairman**
JOH



Jennifer Shelfer
NFRA General Counsel
Arnall Golden
Gregory LLP

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Acosta Sales & Marketing

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Kristin Goetz
Northeast Grocery Shared
Services

Kevin Herd
Danone North America

Lindsey Hickey
Simek's

Risa Jenkins
C & S Wholesale Grocers, Inc.

Zak Lowe
Land O'Lakes

Joe Mueller
Kellanova

David Panter
Associated Food Stores, Inc.

Mike Ridenour
UNFI

Tom Robaczewski
Bimbo Bakehouse

Shannon Sherrard
Graeter's Ice Cream

Kellie Shetlar
Conagra Brands

Clinton Wilson
Sargento Foods Inc

Ahold Delhaize
Kraft Heinz Company

Target Corporation

White Castle

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Oatly Inc.

David Dufault
Lamb Weston

Eric Eichman
Tillamook

Tom Finn
Rosina Food Products, Inc.

Patrick Geiger
Mars Wrigley Confectionery

Shannon Gilreath
Rich's Consumer Brands

Rick Glackin
SellEthics Marketing Group Inc.

Tim Holzman
Palermo Villa Inc.

Suzanne Kasunich
Ateeco, Inc./Mrs. T's Pierogies

Kris Luckhaupt
H.P. Hood, LLC

Cathy Magistrelli
Wakefern Food Corporation

David Rosen
Coca-Cola North America

Angela Rosenquist
InnovAsian Cuisine

Marty Steinmetz
RealCOLD

Kristen Thompson
B&G Foods

Jason Wells
K-VA-T Food Stores, Inc.

Chris Wilkerson
The Pictsweet Company

Ted Yeomans
Advantage Solutions

COUNCIL MEMBERS

Miranda Coughlin
Harris Teeter

Tim Heil
Pete and Gerry's Organic Eggs

Scott Klane
Daisy Brand

Edward McDonald
Green Grass Foods dba nutpods

Jessica Moore
Husmann Corporation

Jim Perillo
RDD Associates

Ron Slominski
Schwan's Consumer Brands, Inc.

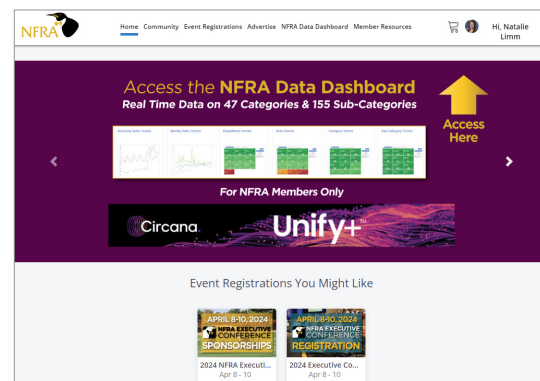
Marcelle Smalley
sovos brands

Henry Umphress
Daymon

GET INVOLVED!

Tools for Success

- > NFRA membership affords 24/7 access to the online **member database** of over 400 member companies and 3,000+ contacts.
- > Available free to members, proprietary **research** dives into recent data on industry trends, consumer values, market dynamics, future innovations, and more.
- > The members-only NFRA Data Dashboard, in cooperation with Circana, is an all-in-one portal featuring the latest frozen and refrigerated market data.
- > Complimentary access to Byizzer, NIQ's specialized data platform, where qualifying emerging brands can explore market insights with three free reports



Join a Committee or Participate in Forums to Expand Your Network

> 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 & Novelties Committee

Supports NFRA's ongoing ice cream and novelties promotion. Helps develop new outreach ideas and resources such as point-of-sale materials, as well as define funding strategies.

> Private Brands Forum

Network and discuss key trends and issues facing the industry. Best practices and peer-to-peer learning opportunities give members insight on how to grow private brand sales.

> Small Business Manufacturers Forum

Discuss key issues unique to frozen and refrigerated small businesses. Offers members the opportunity to review experiences and case studies to grow their business.

> Supply Chain Forum

Discuss key frozen and refrigerated supply chain issues and challenges. Information and ideas on supply chain optimization and shared best practices help members improve their business.

> Marketing Forum

Provide member companies with an opportunity to network and discuss key issues facing the industry and to understand current marketing trends. Helps share peer-to-peer learning opportunities on how to best market to consumers and utilize NFRA's marketing partnerships.



NFRA STAFF



Tricia Greyshock
President & CEO



Pat Uffner
Vice President of
Association Services



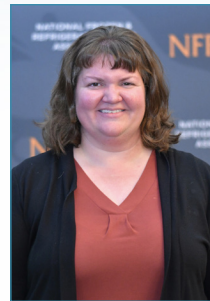
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NFRA is actively communicating with consumers every day on our Easy Home Meals social platforms, and we invite you to join the conversation!



- Follow Easy Home Meals on Facebook, X, Pinterest, Instagram, YouTube & TikTok
- Include relevant NFRA hashtags in your social posts such as #MarchFrozenFoodMonth, #FrozenFoodMonth, #JuneDairyMonth, #IceCreamMonth and #SummerTreats
- Share your brand's recipes and photos on our website and social media properties
- Follow @NFRAweb on Facebook, X and LinkedIn for industry news and to connect with colleagues

#REALFOODFROZEN

#DAIRYANDBEYOND



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