

NFRA  Convention  
FROZEN & REFRIGERATED FOODS

# Golden Penguin

## 2024 AWARD WINNERS



# Community Involvement

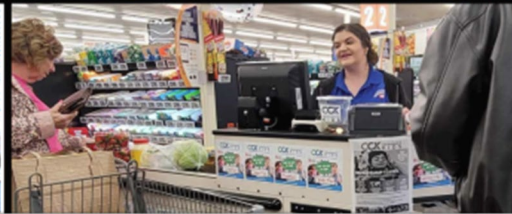
## Chris' Food Center



2024 AWARD WINNER

# Community Involvement

## Houchens Food Group



2024 AWARD WINNER

# Community Involvement

## North Florida Frozen Refrigerated Food Association

Dateline April 4<sup>th</sup> 2024, Renaissance World Golf Village St. Augustine FL.



2024 AWARD WINNER

In-Store Display  
**Chris' Food Center**  
Assisted by Kemp's LLC



2024 AWARD WINNER

In-Store Display  
**Shoprite Flemington**  
Assisted by Douglas Sales



2024 AWARD WINNER

# In-Store Display

## Houchens Food Group – IGA Store #10 Assisted by Schraad Sales & Marketing



2024 AWARD WINNER

In-Store Display

**Houchens Food Group – IGA Store #49**  
**Assisted by Schraad Sales & Marketing**



2024 AWARD WINNER



# In-Store Display

## Houchens Food Group – IGA Store #450

### Assisted by Schraad Sales & Marketing

### IN-STORE SIGNAGE

#### Hanging Signs



#### Freezer Endcap



#### FFM Button



#### Freezer Topper/Door Cling



#### NFRA Garland and Fans



#### Freezer Clings



2024 AWARD WINNER

# In-Store Event

## ShopRite Flemington



2024 AWARD WINNER

# In-Store Event ShopRite Morristown



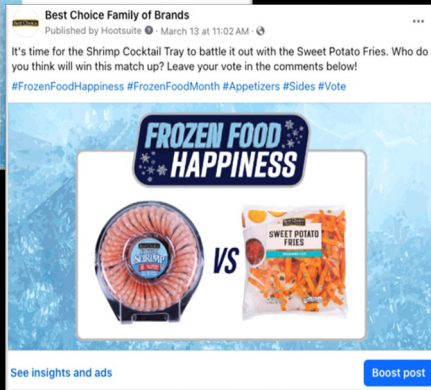
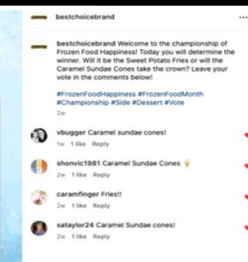
2024 AWARD WINNER

# In-Store Event Wakefern



2024 AWARD WINNER

# Private Brand Campaign Associated Wholesale Grocers



2024 AWARD WINNER

# Private Brand Campaign

## Weis Markets

**LOW LOW**  
Weis Quality Premium Ice Cream 48 oz

**2 for \$6**

**LOW LOW**  
Weis Quality Steam-In-Bag Frozen Vegetables Selected 12 oz

**99¢**  
WHEN YOU BUY 4  
Weis Quality Thin Crust Pizza 19.51 - 21.51 oz

**LOW LOW**  
Weis Quality Frozen Appetizers 16 oz

**4<sup>97</sup>**



**3<sup>97</sup>**  
Weis By Nature Organic Frozen Blueberries 10 oz

**2<sup>79</sup>**  
Weis By Nature Organic Broccoli Florets 10 oz

**1<sup>27</sup>**  
Weis Quality Sauced or Air Fry Vegetables 10 - 16 oz  
Clip limits apply.

**\$2.27**  
WITHOUT COUPON  
SAVE \$1.00 WITH DIGITAL COUPON

**\$3.47**  
WITHOUT COUPON  
SAVE \$1.00 WITH DIGITAL COUPON

**2<sup>47</sup>**  
Weis Quality Frozen Pasta 19 - 24 oz  
Clip limits apply.



2024 AWARD WINNER

# Retail Dietitian Wellness Program

## Rouses Markets



2024 AWARD WINNER

# Social Media Campaign

## Albertsons

**Frozen Food Savings**  
at **Albertsons**

2<sup>99</sup> 4<sup>99</sup> 5<sup>99</sup>  
4<sup>99</sup> 2<sup>57</sup> 4<sup>49</sup>  
2<sup>49</sup> 4<sup>99</sup> 8<sup>99</sup>  
4<sup>99</sup> 6<sup>49</sup> 2<sup>58</sup> for 8  
10<sup>99</sup> 1<sup>29</sup> 2<sup>56</sup>  
4<sup>511</sup> 7<sup>99</sup> 3<sup>99</sup>

**FROZEN FOOD SPECTACULAR**  
SAVE BIG ON THESE FROZEN DEALS

7<sup>99</sup> 7<sup>99</sup> 6<sup>99</sup>  
6<sup>99</sup> 4<sup>99</sup> 3<sup>99</sup> 4<sup>99</sup>  
2<sup>99</sup> 2<sup>57</sup> 4<sup>99</sup> 2<sup>56</sup>  
2<sup>57</sup> 3<sup>99</sup> 3<sup>99</sup> 2<sup>56</sup>  
7<sup>99</sup> 7<sup>99</sup> 7<sup>99</sup>  
7<sup>99</sup> 12<sup>49</sup> 5<sup>99</sup> 10<sup>49</sup>

**MARCH 15**  
**Frozen FOOD MONTH**

Celebrate with SAVINGS on Frozen Foods!

3<sup>49</sup> 5<sup>29</sup> 4<sup>99</sup>  
5<sup>99</sup> 2<sup>99</sup> 5<sup>79</sup>  
3<sup>99</sup> 3<sup>99</sup> 2<sup>57</sup>

Save on **frozen faves**  
Breakfast and lunch must-haves

Shop deals on all of your **frozen favorites**  
Snacks and meals for all

Shop for **sweet treats**  
Save on frozen desserts

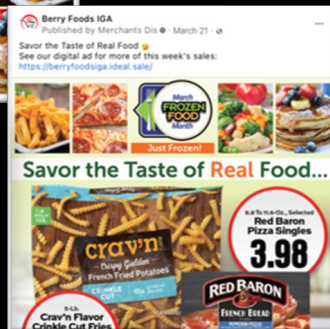
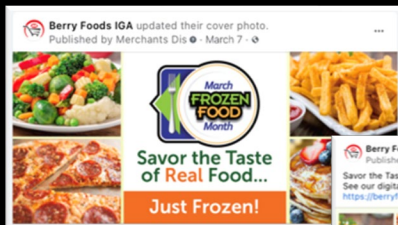
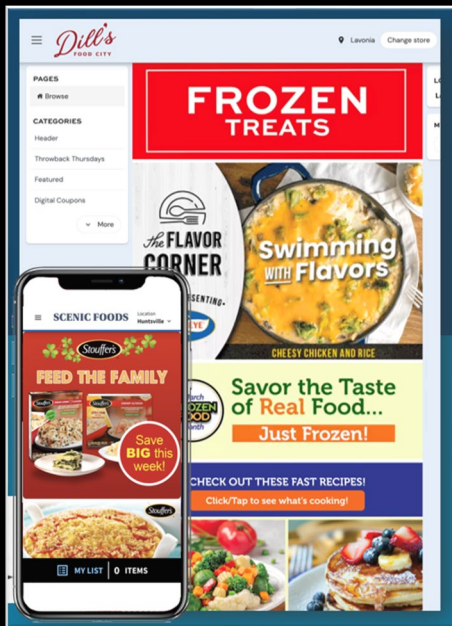


2024 AWARD WINNER



# Social Media Campaign

## MDI



2024 AWARD WINNER

# Social Media Campaign

## Skogen's Festival Foods

MARCH IS  
*Frozen*  
FOOD MONTH

**7.99**

Dole Whip  
Frozen Dessert  
14.4 oz. • assorted varieties

NEW  
ITEM

MARCH IS  
*Frozen*  
FOOD MONTH

**6.99**

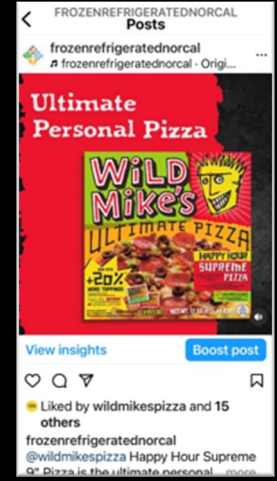
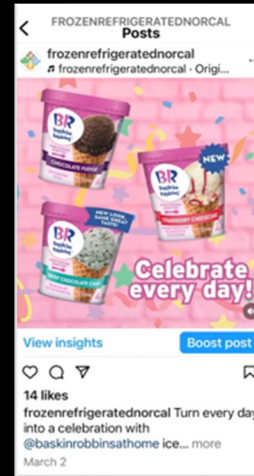
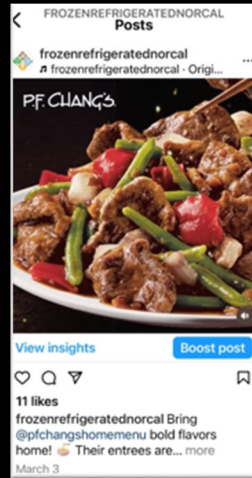
Bertolli or P.F.  
Chang's Meal  
20 - 24 oz. bertolli; 22 oz. p.f. chang's  
• assorted varieties



2024 AWARD WINNER

# Overall Marketing Campaign - Local Association

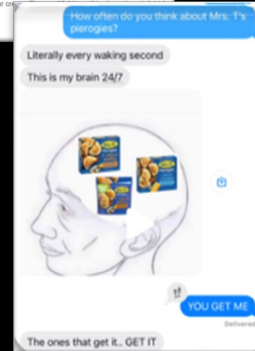
## Frozen & Refrigerated Food Council of Northern California



2024 AWARD WINNER

# Overall Marketing Campaign - Manufacturer

## Mrs. T's Pierogies



Dairy & Froze		
<ul style="list-style-type: none"> <li>Land O Lakes 1/2 Gallon Shredded Cheese \$2.99</li> <li>Land O Lakes 1/2 Gallon Cheese Bars \$2.99</li> <li>Laughing Cow or Bodybad 1/2 Gallon Cheeses \$3.49</li> <li>Frippa 1/2 Gallon Shredded String Cheese \$4.99</li> <li>Organic Yogurt 4oz \$1.99</li> <li>Green Mountain Creamery Greek Yogurt \$4.99</li> <li>Stoneyfield 1/2 Gallon Organic Yogurt \$4.99</li> <li>Blue Bonnet 1/2 Gallon Spread \$1.79</li> <li>Vanilla 1/2 Gallon Cream \$1.49</li> </ul>	<ul style="list-style-type: none"> <li>Ben &amp; Jerry's Ice Cream \$3.99</li> <li>Good Chik Premium Ice Cream \$2.99</li> <li>Wynnton's 1/2 Gallon Frozen Strawberries \$2.79</li> <li>November's Own 1/2 Gallon Strawberry Cheesecake Ice Cream \$4.99</li> <li>Mrs. T's 1/2 Gallon Pierogies \$2.99</li> <li>Chicksterino 1/2 Gallon Italian Macarrolls \$5.99</li> <li>Talenti 1/2 Gallon Sorbetto or Gelato \$4.29</li> <li>Covera Paster 1/2 Gallon Novelty Bars or Sandwiches \$3.99</li> </ul>	<ul style="list-style-type: none"> <li>Don't Believe It's Not Butter! or Buttered Biscuits \$3.99</li> <li>Wynnton's 1/2 Gallon Frozen Berries \$3.49</li> <li>November's Own 1/2 Gallon Strawberry Cheesecake Ice Cream \$4.99</li> <li>Mrs. T's 1/2 Gallon Pierogies \$2.99</li> <li>Chicksterino 1/2 Gallon Italian Macarrolls \$5.99</li> <li>Talenti 1/2 Gallon Sorbetto or Gelato \$4.29</li> <li>Covera Paster 1/2 Gallon Novelty Bars or Sandwiches \$3.99</li> </ul>



2024 AWARD WINNER

# Overall Marketing Campaign - Manufacturer

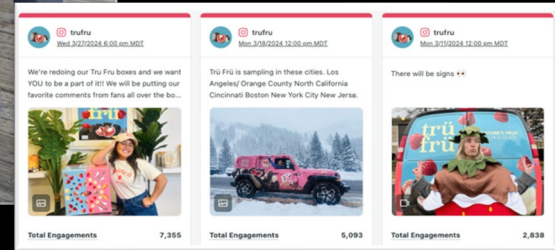
## SunButter



2024 AWARD WINNER

# Overall Marketing Campaign - Manufacturer

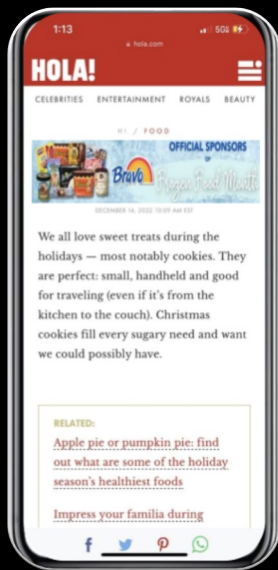
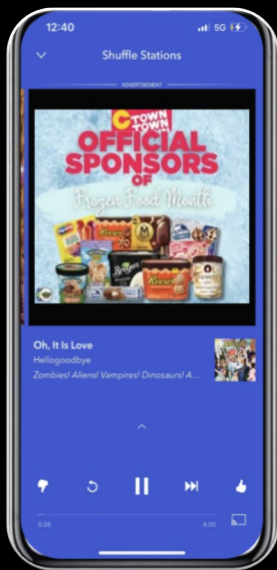
## Tru Fru



2024 AWARD WINNER

# Overall Marketing Campaign - Retailer

## Alpha 1 Marketing/CTown/Bravo



2024 AWARD WINNER

# Overall Marketing Campaign - Retailer

## Brookshire Grocery Company

**Brookshire's**  
BUY ONE GET ONE FOR 1¢

WEEKLY SPECIALS

Match into Frozen Food Month with 2X

3.99 LB

1.49 LB

1.99 LB

3.99 11.8 LB

3.49

FIND WEEKLY SAVINGS HERE! SIGN UP TODAY

STOCK UP AND SAVE

5.99

6.99

4.99

**Super 1 Foods**

LOW PRICES! SUPER SHOCKERS!

27¢ LB

3.97 LB

1.77 LB

9.97

3.97 LB

77¢

3.97

3.77

3.47

3.67

2.27

3.47

3.97

1.97

4.97

2.97

8.87

FROZEN FOOD MONTH

brookshires\_

March FROZEN FOOD Month

cravin' MEAT LASAGNA

Garlic Knots

brookshires\_ Discover the joy of easy and exciting meals this #FrozenFoodMonth! Like these flavorful finds that will make lasagna night a breeze! 🍝🥘  
👉 Get creative this month and enjoy the convenience, versatility, and deliciousness of frozen foods!

#FFM #NFRA #Brookshires #Groceryshopping #familynight #dinnertime #easydinner

Super 1 Foods

Published by Emilie Casper · March 25 at 1:45 PM · 🌐

Frozen foods for every lifestyle! 🥘🍝  
Enjoy easy, nutritious, and delicious meals, ready to heat at Super 1 Foods! Celebrate Frozen Food Month with hassle-free mealtime solutions, tailored to every lifestyle! 🌐

Smart Ones

Lean + Delicious

ATKINS



2024 AWARD WINNER



# Overall Marketing Campaign - Retailer

## Food City

**Weekend DINNER DEAL**

**THREE DAYS ONLY**  
FRIDAY MARCH 8 - MARCH 10

Deal includes: 2-Pack Salmon Fillets (6 Oz., Each), 4-Pack of Bacon-Wrapped Asparagus and Italian Bread (Each)

Don't forget dessert from the *Bakery!*  
For \$3.99 with coupon, add a pack of Sliced Cream Cheese Pound Cake.

**Salmon Night \$9.99 WITH CARD**

March IS FROZEN FOOD MONTH

Pairs well with Birds Eye Parmesan Garlic Sauced Roasted Red Potatoes and Green Beans

**Chill Deals**

MARCH IS FROZEN FOOD MONTH

<b>LIMIT 4</b> Red Lobster Cheddar Bay Biscuits \$5.99	<b>LIMIT 4</b> Yamitos Meatballs \$5.99	<b>LIMIT 4</b> Rosina Meatballs \$5.99	<b>LIMIT 4</b> Celestano Ravioli \$5.99	<b>LIMIT 4</b> New York Garlic Bread \$5.99
<b>LIMIT 4</b> Mini Pizzas \$5.99	<b>LIMIT 4</b> Pasta \$5.99	<b>LIMIT 4</b> Cauliflower \$5.99	<b>LIMIT 4</b> Cauliflower \$5.99	<b>LIMIT 4</b> Cauliflower \$5.99
<b>LIMIT 4</b> Jost OU Tapioca \$5.99	<b>LIMIT 4</b> Jost OU Tapioca \$5.99	<b>LIMIT 4</b> Jost OU Tapioca \$5.99	<b>LIMIT 4</b> Jost OU Tapioca \$5.99	<b>LIMIT 4</b> Jost OU Tapioca \$5.99

**BUY 5 & SAVE \$5** WHEN YOU MIX OR MATCH ANY 5 PARTICIPATING ITEMS

<p>Frozen, Selected Varieties <b>Jimmy Dean Croissant Sandwiches</b> 9 Ct. ValuCard Price: \$11.99 Buy 5, Save \$5 Discount: -1.00</p> <p><b>FINAL PRICE \$10.99</b> With Card</p>	<p>Frozen, Selected Varieties <b>Jimmy Dean Breakfast Items</b> 12-28.4 Oz. ValuCard Price: \$7.99 Buy 5, Save \$5 Discount: -1.00</p> <p><b>FINAL PRICE \$6.99</b> With Card</p>	<p>Frozen, Selected Varieties <b>Tyson Chicken Strips</b> 20-23.5 Oz. ValuCard Price: \$8.99 Buy 5, Save \$5 Discount: -1.00</p> <p><b>FINAL PRICE \$7.99</b> With Card</p>	<p>Frozen, Selected Varieties <b>Tyson Sliders</b> 20.8 Oz. ValuCard Price: \$7.99 Buy 5, Save \$5 Discount: -1.00</p> <p><b>FINAL PRICE \$6.99</b> With Card</p>
<p>Frozen, Selected Varieties <b>Tyson Naturals Chicken</b> 20 Oz. ValuCard Price: \$8.99 Buy 5, Save \$5 Discount: -1.00</p> <p><b>FINAL PRICE \$7.99</b> With Card</p>	<p>Frozen, Selected Varieties <b>Tyson Crispy Chicken Strips</b> 25 Oz. ValuCard Price: \$8.99 Buy 5, Save \$5 Discount: -1.00</p> <p><b>FINAL PRICE \$7.99</b> With Card</p>	<p>Frozen, Selected Varieties <b>Tyson Chicken Breast Sandwiches</b> 24 Oz. ValuCard Price: \$7.99 Buy 5, Save \$5 Discount: -1.00</p> <p><b>FINAL PRICE \$6.99</b> With Card</p>	<p>Frozen, Selected Varieties <b>Jimmy Dean</b> 17 Oz. ValuCard Price: \$7.99 Buy 5, Save \$5 Discount: -1.00</p> <p><b>FINAL PRICE \$6.99</b> With Card</p>

**Chill Deals ALL MONTH LONG**  
FEBRUARY 28 - MARCH 26

**USE 5X FIND DIGITAL COUPONS**

<b>Tall Circle Fruit</b> \$2.49	<b>Tall Club Vegetables</b> \$1.99	<b>Kay's Select 64 Oz. Cream</b> \$2.99
<b>Crispy Flavor Fruit Pie</b> \$4.99	<b>Fruit Club Fresh Fruit Slides</b> \$2.59	<b>Fruit Club Fresh Fruit Slides</b> \$3.99
<b>Fruit Club Teas</b> \$3.59		

**MARCH IS FROZEN FOOD MONTH**

**CHILL DEALS ALL MONTH LONG**  
FEBRUARY 28 - MARCH 30

**CHECK THE AD FOR GREAT FROZEN ITEMS!**

2024 CHILL FILL CONAGRA SWEEPSTAKES GIVEAWAY

Fill your freezer with Birds Eye, Tyson, and more! Win a \$500 gift card. Prize Value \$500 of qualifying Conagra Brands. See single transaction for 2 entries per day.

**Chill Deals**

<b>LIMIT 4</b> Realgood Chicken \$4.99	<b>LIMIT 4</b> Wild Mike's Ultimate Pizza \$4.99	<b>LIMIT 4</b> Sonic, Arby's or Nathan's Fries \$2.79	<b>LIMIT 4</b> Red Robin or Nathan's Onion Rings \$2.79
<b>LIMIT 4</b> El Monterey Enchiladas \$4.99	<b>LIMIT 4</b> Veggies Made Great \$4.99	<b>LIMIT 4</b> Foster Farms Corn Dogs 2/\$7	<b>LIMIT 4</b> Louisa Ravioli 2/\$8



2024 AWARD WINNER

# Overall Marketing Campaign - Retailer

## Rouses Markets

**ROUSES MARKETS**  
**FROZEN FOOD FEST**

Save time in the kitchen! March is National Frozen Food Month. Get our very best prices on frozen fruits and vegetables, complete meals, and all of your frozen favorites.

**LOOK FOR LOUIE**  
Louie and his penguin friends Missy and Al are hidden throughout our stores. Find them and scan the QR code for a chance to win a year's worth of frozen food.

March FROZEN FOOD Month

Louie Missy Al

**FROZEN FOOD FEST**

Save time in the kitchen! March is National Frozen Food Month. Get our very best prices on frozen fruits and vegetables, complete meals, and all of your frozen favorites.

**LOOK FOR LOUIE**  
Louie and his penguin friends Missy and Al are hidden throughout our stores. Find them and scan the QR code for a chance to win a year's worth of frozen food.

**HELP LOCAL FOOD BANKS!**  
These companies share our commitment to supporting our local food banks. At the end of Frozen Food Month, we will be making donations together to Feeding America food banks in every area we serve.

March FROZEN FOOD Month



**FROZEN FOOD FEST**

**HELPING OUR NEIGHBORS**

We're partnering with these companies to make donations to local food banks to help fight food insecurity in our communities!

Louie Missy Al

**ROUSES MARKETS**

March FROZEN FOOD Month

Partner brands: Kraft, DiGiorno, Marie Callender's, Wild Mike's Ultimate Pizza, Eggo, Unilever, Idaho, Tillamook, Blue Bell, The J.M. Smucker Co., Pictsweet Farms, Luigi's Real Italian Ice, Seaman's Station, SeaPak, FarmRich, Red Baron, New York Supermarket.



2024 AWARD WINNER

# Overall Marketing Campaign - Retailer

## The Save Mart Companies



**FROZEN FOOD FRENZY** Watch For Falling Prices! **ADDITIONAL 10% OFF** WHEN YOU BUY 10 OR MORE PARTICIPATING FROZEN FOODS!

<p><b>Michelina's Entrees</b> 4-6 oz. select varieties <b>10/\$10</b></p>	<p><b>Freschetta Pizza</b> 17.5-20.5 oz. select varieties <b>4<sup>99</sup></b></p>	<p><b>Dreyer's Ice Cream</b> 1.5 qt. select varieties <b>BUY 1 GET 1 FREE</b> <small>SMALL OR LESSEER VALUE</small></p>	<p><b>LEAN CUISINE</b> <b>LEAN CUISINE</b> <b>Lean Cuisine Entrees</b> 7.5-11.5 oz. select varieties <b>4/\$10</b></p>
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**PUT A SPRING IN YOUR STEP WITH MOVIE REWARDS** For every \$25 spent on specially marked items in one transaction, receive a MOVIE REWARD! **5 FANDANGO**

<p><b>Goldfish Crisps</b> 4.25 oz. select varieties <b>3<sup>99</sup></b></p>	<p><b>Calabro Tortilla Chips</b> 10.5 oz. select varieties <b>2<sup>29</sup></b></p>	<p><b>Post's Coffee</b> 16 Cup <b>6<sup>99</sup></b></p>	<p><b>Beauty Paper Towels &amp; Soften Soft</b> <b>Charmin Ultra Soft</b> <b>Speedy 17" Paper Towels</b> <b>Speedy 17" Paper Towels</b> 18-24 ct. select varieties <b>14<sup>99</sup></b></p>
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**FROZEN FOOD FRENZY** Look for the March Frozen Food Month Icon. **ADDITIONAL 10% OFF** WHEN YOU BUY 10 OR MORE PARTICIPATING FROZEN FOODS!

**FROZEN FOOD FRENZY** Watch For Falling Prices! **ADDITIONAL 10% OFF** WHEN YOU BUY 10 OR MORE PARTICIPATING FROZEN FOODS!

- Michelina's Entrees** 4-6 oz. select varieties **9<sup>99</sup>**
- Lean Cuisine Entrees** 7.5-11.5 oz. select varieties **3<sup>99</sup>**
- Michelina's Entrees** 4-6 oz. select varieties **4<sup>99</sup>**
- Michelina's Entrees** 4-6 oz. select varieties **4<sup>99</sup>**
- Michelina's Entrees** 4-6 oz. select varieties **5<sup>99</sup>**
- Michelina's Entrees** 4-6 oz. select varieties **6<sup>99</sup>**
- Michelina's Entrees** 4-6 oz. select varieties **4<sup>99</sup>**
- Michelina's Entrees** 4-6 oz. select varieties **3<sup>99</sup>**
- Michelina's Entrees** 4-6 oz. select varieties **4<sup>99</sup>**



2024 AWARD WINNER

# Overall Marketing Campaign - Sales Agent

## JOH



**Celebrate Frozen Food Month, Help Kids and WIN \$500 in GROCERIES!**

Buy any of these products and a portion of your purchase will go to Kids 360.

**Kids 360**

Buy any of these products and a portion of your purchase will go to Kids 360.

Visit [Kids360charity.org](http://Kids360charity.org) for details and check out this weekend's paper for additional savings on these great products.

<p><b>Farm Rich Snacks</b> 14.3-22 oz. select varieties</p> <p><b>5.99</b></p>	<p><b>Alexia Seasoned Frozen Potatoes or Onion Rings</b> 13.5-28 oz. select varieties</p> <p><b>4.99</b></p>	<p><b>Mrs. T's Pierogies</b> 12.84-16 oz. select varieties</p> <p><b>2/\$6</b></p>	<p><b>Screamin' Sicilian Pizza</b> 16.35-25 oz. select varieties</p> <p><b>5.99</b></p>
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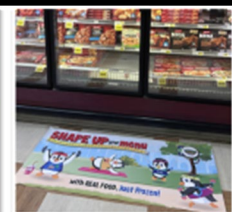
### 2024 AWARD WINNER

# Overall Marketing Campaign - Wholesaler

## C&S Wholesale Grocers



STANCHION SIGNS



FLOOR DECALS



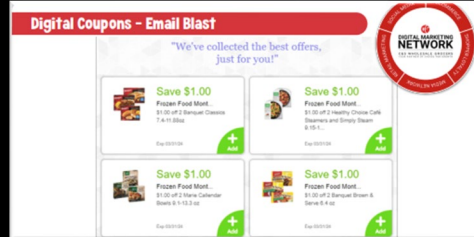
FREEZER DOOR CLINGS



COUPON BAGSTUFFERS



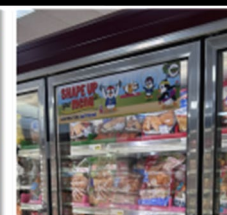
HANGING SIGNS



RECIPE CLINGS



WINDOW SIGNS



FREEZER DOOR CLINGS



2024 AWARD WINNER

# Overall Marketing Campaign - Wholesaler

## UNFI Central Region



**March FROZEN FOOD Month**

- 12-16 oz. Seeded Varieties Stone Ridge Ice Cream Novelties **2/\$7**
- 48 oz. Prairie Farms Premium Ice Cream **4.99**
- 8.25-12.3 oz. Healthy Choice Classics or Cafe Steamers **2/\$5**
- 7.911 oz. Tai Pei Entrees **2/\$5**
- 11-15 oz. Frank's Buffalo Chicken Dip or Bites **5.99**

**SAVOR THE TASTE OF REAL FOOD. JUST FROZEN.**

- 3/9
- 5.99
- 5.99
- 6.99
- 4/5
- 4.99
- FREE**
- 2/8



2024 AWARD WINNER

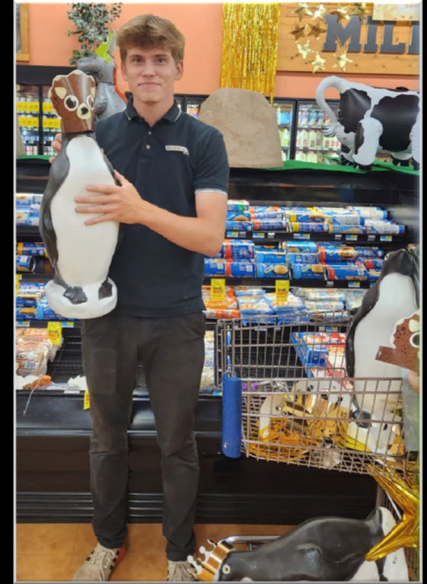
NFRA  Convention  
FROZEN & REFRIGERATED FOODS

*Golden Penguin*  
**2024 AWARD WINNERS**



# Community Involvement

## Chris' Food Center

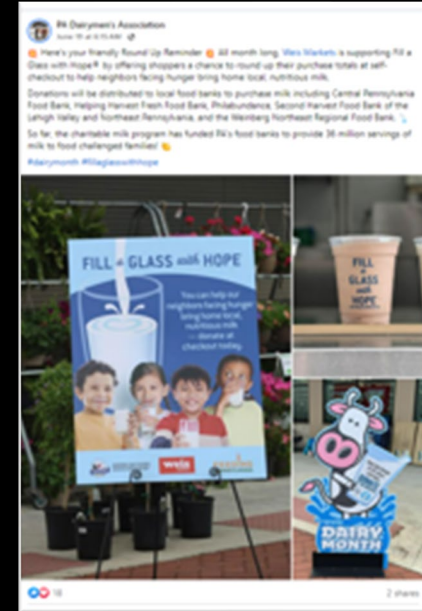


2024 AWARD WINNER



# Community Involvement

## Weis Markets



2024 AWARD WINNER

In-Store Display  
**ACME Store #2762**  
**Albertsons Mid Atlantic Division**



2024 AWARD WINNER

In-Store Display  
**ACME Store #2836**  
Assisted by Land O'Lakes



2024 AWARD WINNER

In-Store Display  
**Chris' Food Center**  
Assisted by Crystal Farms



 June Dairy Month is "DINO"-Mite!



2024 AWARD WINNER

In-Store Display

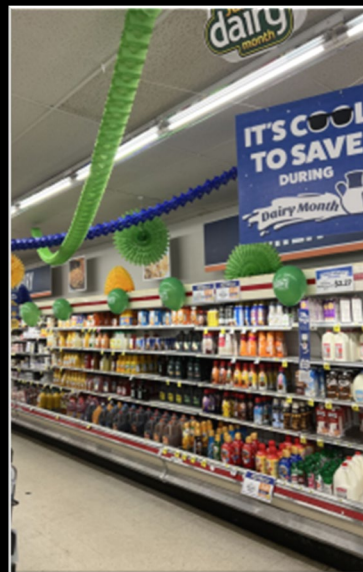
**Houchens Food Group - IGA Store #39**  
**Assisted by Schraad Sales & Marketing**



2024 AWARD WINNER

# In-Store Display

## Houchens Food Group – Price Less IGA Store #468 Assisted by Schraad Sales & Marketing



2024 AWARD WINNER

## In-Store Display

### Houchens Food Group – IGA Store #450

Assisted by Schraad Sales & Marketing



2024 AWARD WINNER

# In-Store Display

## Land O'Lakes



2024 AWARD WINNER



In-Store Display  
**Safeway Store #1089**  
**Albertsons Mid Atlantic Division**



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# In-Store Display

## Weis Markets Store #156



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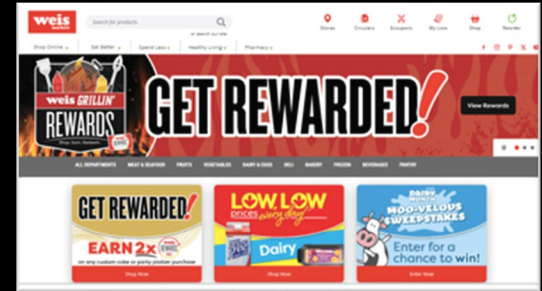
In-Store Event  
**Chris' Food Center**  
Assisted by Crystal Farms



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# In-Store Event

## Weis Markets Store #156



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# Private Brand Campaign

## Weis Markets



<p><b>3<sup>59</sup></b></p> <p>weis Quality Lactose Free Milk 64 oz</p>	<p><b>4<sup>99</sup></b></p> <p>weis Quality Large Pasture Raised Eggs dozen</p>	<p><b>2<sup>77</sup></b></p> <p>weis Quality Cottage Cheese 24 oz</p>
<p><b>3<sup>49</sup></b></p> <p>weis Quality Half &amp; Half 64 oz</p>	<p><b>1<sup>97</sup></b></p> <p>weis Quality American Singles 16 oz</p>	<p><b>6<sup>99</sup></b></p> <p>weis Quality Cheese Cubes 32 oz</p>
<p><b>3<sup>97</sup></b></p> <p>weis Quality Greek Yogurt 32 oz</p>	<p><b>3<sup>19</sup></b></p> <p>weis Quality Premium Orange Juice 52 oz</p>	<p><b>2</b></p> <p>weis Quality Cola Flavoured</p>

**LOW LOW prices every day!**

**Spend Less on Dairy**

- weis Quality Large Pasture Raised Eggs **4<sup>99</sup>**
- weis Quality Cottage Cheese **2<sup>69</sup>**
- weis Quality Half & Half **2<sup>29</sup>**
- weis Quality American Singles **2<sup>97</sup>**

**weis DAIRY MONTH**

**ROUND UP YOUR ORDER** to help Fill a Glass with Hope and put milk on the tables of families in need.

**Fill a Glass with Hope**

**LOW LOW prices every day!**

**Spend Less on Dairy**

Look for the red bags & look up over 10,000 items throughout the store - every day!

**LOW LOW prices every day!**

**Spend Less on Dairy**

Look for the red bags & look up over 10,000 items throughout the store - every day!

**weis markets MILK PLANT**

**It's local and it's great!**

- Locally Sourced
- RBST Free
- No Artificial Growth Hormones
- Our Milk is continually tested in our own Quality Control Lab
- Our Milk goes from production to store shelves within 48 hours

We process our Weis Quality Milk in Sunbury, Pennsylvania to ensure the highest quality standards for our customers and their families. Our milk comes from local dairy farms less than 100 miles from our dairy.



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# Retail Dietitian Wellness Program

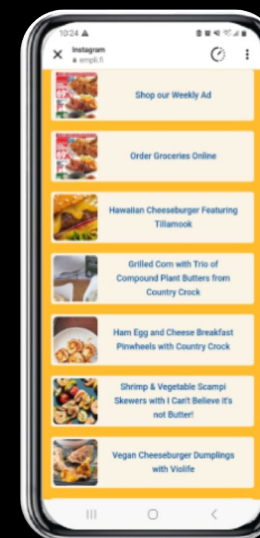
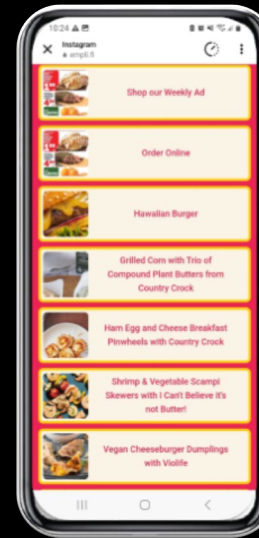
## Weis Markets



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# Social Media Campaign


## Krasdale/Alpha 1 Marketing/KoolTemp Foods



2024 AWARD WINNER

# Social Media Campaign

## Land O'Lakes



**Butter Together: Supporting Future Dairy Leaders**

This #JuneDairyMonth, we're proud to support the National 4-H Organization by donating \$25,000 to nurture young talent in health, science, and agriculture. See below how you can help out too.

[LEARN MORE ABOUT 4-H](#)

**Milk this month for all it's worth**

Everything's better with butter. And cheese. And milk. Explore our June Dairy Month recipes for dishes that turn every meal into a dairy lover's dream.

[VIEW THE COLLECTION](#)

**Raising a milk glass to our farmer-owners.**

Our committed farmer-owned co-op ensures consistent dairy production, processing, and market access all year around. Uncover their secrets to dairy success below.

[READ HERE](#)



### For The Love of Cheese

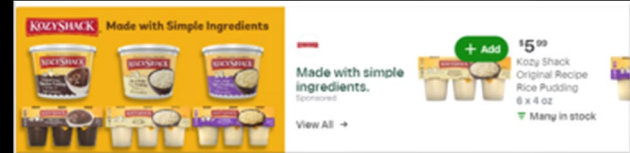
When it comes to cheese, the Midwest sheds.

[Shop Now](#) →





**Simple Ingredients**

 <p><b>Land O'Lakes Butter with Olive Oil &amp; Sea Salt</b> 7 oz ★★★★ (3.29K) <input type="checkbox"/> Save \$1.00</p>	 <p><b>Land O'Lakes Butter with Canola Oil</b> 8 oz ★★★★ (3.39K) <input type="checkbox"/> Save \$1.00</p>
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**Made with simple ingredients.**

 <p><b>Kopy Shack Original Recipe Rice Pudding</b> 6 x 4 oz Many in stock</p>
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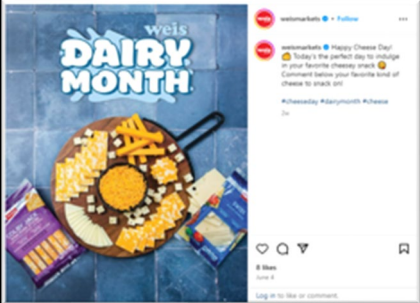


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# Social Media Campaign

## Weis Markets



### weis DIETITIAN

# Glasses

SPONSORED BY AMERICAN DAIRY ASSOCIATION NORTH EAST

Join the Weis Dietitians for classes sponsored by American Dairy Association North East! Classes will feature the chance to win a Weis gift card and Dairy Gift Baskets!

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### weis DAIRY MONTH

## Get Dairy With It

#### COOKING CLASSES



Smoothie Orange Smoothie & Sheet Pan Pancakes  
June 4 - 5:30pm



Peanut Butter Smoothie & Peanut Butter Dip  
June 18 - 2:00pm

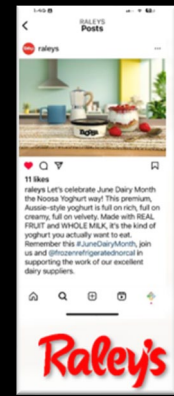
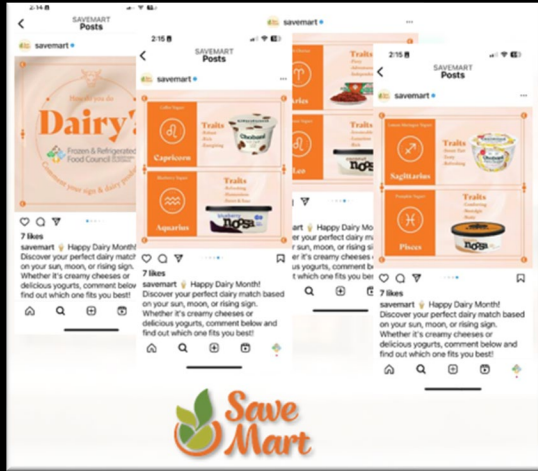





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# Overall Marketing Campaign - Local Association

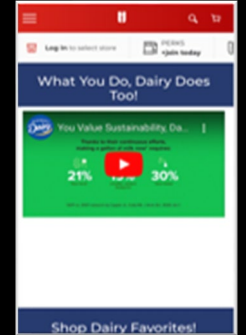
## Frozen & Refrigerated Food Council of Northern California



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# Overall Marketing Campaign - Manufacturer

## Daisy Brand



2024 AWARD WINNER

# Overall Marketing Campaign - Manufacturer


## Land O'Lakes




2024 AWARD WINNER

# Overall Marketing Campaign - Retailer

## Babbs Supermarket



Hear ye hear ye, June is Dairy Month!



**June dairy month**

All June long, join us as the Dairy Department at Babbs transforms into the mystical kingdom of Daerie.

There will be decorations, specials on dairy items, and lots of giveaways and activities for the kids!

Don't miss it!



Dairy Month Continues...



Visit Babbs all day long to win the Dairy Department Mystery Gift! All of Daerie. Stay for family member Dairy Month prizes and giveaways, and all morning, come for the Dairy Month!

**June dairy month**

Friday June 14  
10am-6pm

Special Dairy Month Sale This Week!



2024 AWARD WINNER

# Overall Marketing Campaign - Retailer

## Brookshire Grocery Company

CELEBRATE DAIRY MONTH EARN **2X** your points ON SELECT REFRIGERATED DAIRY PRODUCTS

Promotion Valid 06/05/24-06/25/2024. Items Vary Weekly. See in-store or [brookshires.com](http://brookshires.com) for details.

**DIVE INTO DAIRY!**

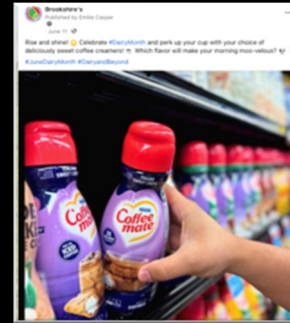
**CELEBRATE DAIRY MONTH**

<b>3.97</b> Kraft American Singles 1/2 lb. 12 ct. (12 ct. 1/2 lb. 12 ct.)	<b>4.47</b> Collet Greek Yogurt 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)	<b>3.97</b> Sage English Muffins 1/2 doz. (1/2 doz. 1/2 doz. 1/2 doz.)	<b>3.47</b> Simply Drink 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)
<b>6.97</b> Nestle Coffee Malt Creamer 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)	<b>5.97</b> Country Creek Spinach 1/2 doz. (1/2 doz. 1/2 doz. 1/2 doz.)	<b>4.17</b> Dannon Oikos or Light + Fit Greek Yogurt 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)	<b>3.17</b> Sunny D Citrus Punch 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)
<b>2.47</b> Doritos 1/2 doz. (1/2 doz. 1/2 doz. 1/2 doz.)	<b>8.47</b> Kraft Macaroni 1/2 doz. (1/2 doz. 1/2 doz. 1/2 doz.)	<b>1.67</b> Dairy Brand Cottage Cheese With Fresh 1/2 doz. (1/2 doz. 1/2 doz. 1/2 doz.)	<b>2.47</b> Dairy Brand Sweet Cream 1/2 doz. (1/2 doz. 1/2 doz. 1/2 doz.)

**CELEBRATE DAIRY MONTH**

**BUY 5 SAVE \$5** WHEN YOU BUY ANY 5 PARTICIPATING ITEMS

<b>4.69</b> Milk 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)	<b>4.39</b> Milk 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)	<b>3.69</b> Milk 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)
<b>2.69</b> Milk 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)	<b>4.69</b> Milk 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)	<b>5.69</b> Milk 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)
<b>2.99</b> Milk 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)	<b>3.99</b> Milk 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)	<b>3.69</b> Milk 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)
<b>0.99</b> Milk 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)	<b>4.79</b> Milk 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)	<b>5.99</b> Milk 1/2 gal. (1/2 gal. 1/2 gal. 1/2 gal.)



2024 AWARD WINNER

# Overall Marketing Campaign - Retailer

## Chris' Food Center



**BBQ & BAKE SALE**  
Bethlehem Lutheran Church Annex  
Friday, June 28th  
& Saturday, June 29th

**Family Pack**  
Not Less Than 80% Lean Ground Beef  
**\$3.59** Lb.

**\$2.49** Lb.  
Red or Green Seedless Grapes

**June Dairy Month is "DINO"-Mite!**

**Kids' Dairy Month Coloring Contest!**  
For kids aged 0-14. See store for details. Return to the store by June 30, 2024!

**\$3.99** for Cream or Yogurt (1/2 Gallon)  
**\$2.99** for American Singles (Selected 1/2 Gallon Package)

**Spend Less at Chris' Food Center**

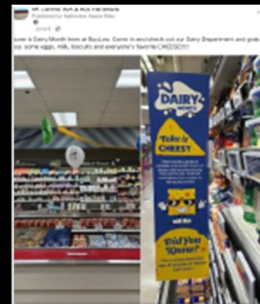
Florida's Natural Orange Juice (Selected 1/2 Gal. Bottle)	Velveeta Slices (Selected 1/2 Gal. Package)	Crystal Farms Shredded or Chunk Cheese (Selected 1/2 Gal. Package)	Fairlife Milk (Selected 1/2 Gal. Bottle)	International Delight Coffee Creamer (Selected 1/2 Gallon)	
<b>\$2.700</b> for	<b>\$2.99</b>	<b>\$2.500</b> for	<b>\$4.49</b>	<b>\$3.99</b>	
Dannon Light & Fit Yogurt (Selected 4 0.53 Oz. Cups)	Kemps White or Chocolate Milk (Selected 1/2 Gallon)	Kemps Cottage Cheese Singles (Selected 2.3 Oz. Cup)	Kemps Sour Cream (Selected 1/2 Gal. Tub)	Yapal Go-Gurt (Selected 1/2 Gallon Package)	Almond Breeze Almond Milk (Selected 1/2 Gallon)
<b>\$3.99</b>	<b>4\$5.00</b> for	<b>4\$5.00</b> for	<b>4\$5.00</b> for	<b>2\$6.00</b> for	<b>2\$6.00</b> for



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# Overall Marketing Campaign - Retailer

## Houchens Food Group

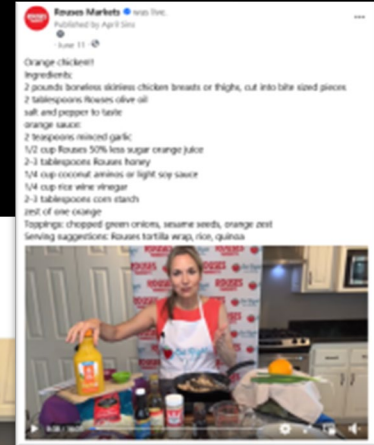


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# Overall Marketing Campaign - Retailer

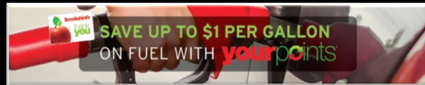
## Rouses Markets



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# Overall Marketing Campaign - Sales Agent

## Schraad Sales & Marketing



**EARN yourpoints FOR FUEL SAVINGS**

100 pts = 10¢ off	600 pts = 60¢ off
200 pts = 20¢ off	700 pts = 70¢ off
300 pts = 30¢ off	800 pts = 80¢ off
400 pts = 40¢ off	900 pts = 90¢ off
500 pts = 50¢ off	1,000 pts = \$1 off

\*Savings per gallon



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# Overall Marketing Campaign - Wholesaler

## C&S Wholesale Grocers



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NFRA  Convention  
FROZEN & REFRIGERATED FOODS

# Golden Penguin

## 2024 AWARD WINNERS



# Community Involvement

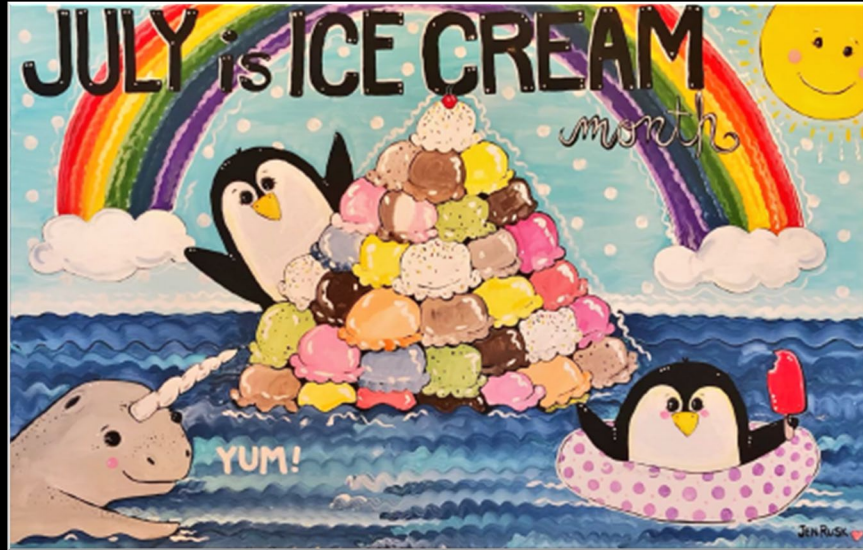
## Chris' Food Center



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In-Store Display

**Albertsons Intermountain Store #3194**



2024 AWARD WINNER

# In-Store Display

**Hired Man's Grocery and Grill – Store #1737468**  
**Assisted by Wells Enterprises**



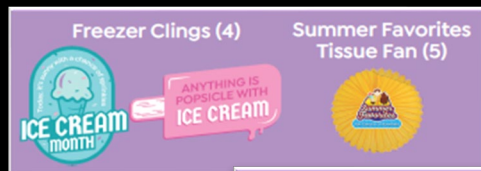
2024 AWARD WINNER

# In-Store Display

## Houchens Food Group – Price Less IGA Store #467

Assisted by Schraad Sales & Marketing

Freezer Clings (4) Summer Favorites Tissue Fan (5)



ANYTHING IS POPSICLE WITH ICE CREAM

ICE CREAM month

Summer Favorites Tissue Fan

Honeycomb Ice Cream Cones (4) Yellow & Blue Garland (2)



Honeycomb Ice Cream Cones

Yellow & Blue Garland

Hanging Signs (2) Endcap (1)



ICE CREAM month

ICE CREAM month

ICE CREAM month

ICE CREAM month

ICE CREAM month

ICE CREAM month

Cashier Buttons (20)

ICE CREAM month

ICE CREAM month



2024 AWARD WINNER



## In-Store Display

**Houchens Food Group – Price Less IGA Store #474**  
**Assisted by Schraad Sales & Marketing**



2024 AWARD WINNER

# In-Store Display

## Houchens Food Group – Price Less IGA Store #487 Assisted by Schraad Sales & Marketing



2024 AWARD WINNER

# In-Store Event

## Babbs Supermarket



2024 AWARD WINNER

In-Store Event  
**Rouses Markets**  
Assisted by Wells Enterprises



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# Social Media Campaign

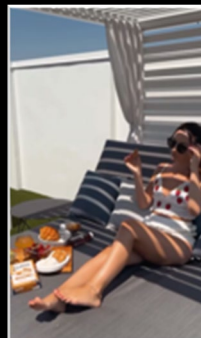
## Bubbies Ice Cream



Bubbies 🍡 Flavor of the Month Alert! 🍡 Say hello to our delicious Churro Mochi! 🍡 Enjoy creamy, cinnamon-flavored ice cream wrapped in soft rice dough for the perfect treat. It's a sweet, spiced delight you won't want to miss! Sold exclusively at Sprouts.



Hello, sharks! I am requesting \$1 million dollars so I can buy a towel to eat these away from the sharks. I will give you one life if you do!



PERSONALIZE YOUR  
**PARADISE**  
GIVEAWAY

Enter here | Details in description



2024 AWARD WINNER

# Social Media Campaign

## Houchens Food Group



**TURKEY HILL**  
**WIN FREE ICE CREAM!**

We are giving away FREE ice cream to six lucky winners! Enter below to Win Your Height in Turkey Hill ice cream.

[View Here](#)

**SCOOP UP THE SAVINGS!**

July is ice cream month and we've got some sweet deals waiting for you!

[View All Savings](#)

**Cinnamon Roll Ice Cream Cups**

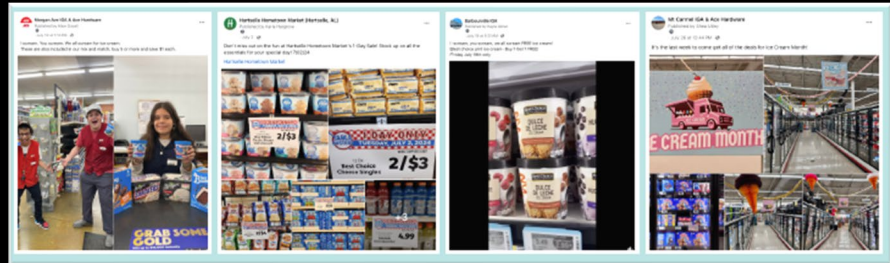
Celebrate the end of Ice Cream Month with this delicious treat!

[View Recipe](#)

**S'more Ice Cream Sandwiches**

Ice Cream Month is here, and we're celebrating with a delicious recipe for s'more ice cream sandwiches. Can't wait for you to try it and join the celebration!

[View Recipe](#)



2024 AWARD WINNER

# Overall Marketing Campaign - Manufacturer

## Bubbies Ice Cream



 We Asked a Registered Dietitian for Her Favorite Frozen Summer Desserts and She Named These 3



1. Bubbies Matcha Green Tea Mochi

Mochi is a perfectly portioned, handheld dessert that's fun to eat. The chewy rice flour exterior is reminiscent of a smashed marshmallow but without all of the sugar, and the ice cream interior provides a creamy, delicious contrast. My family has tried almost every flavor of Bubbies, and the mildly sweet, beautifully sage-green matcha is our favorite.



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USA TODAY | **Eat This, Not That!** | EVERYDAY HEALTH

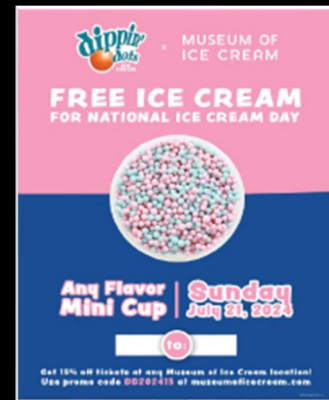
thrillist | SOUTH FLORIDA | food network

The Miami Times | allevents.in | inspiringkitchen

msn | eventbrite | Patch | HAPPENINGNEXT

# Overall Marketing Campaign - Manufacturer

## Dippin' Dots

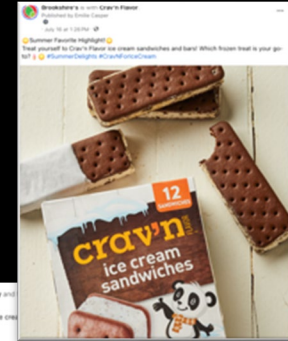


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# Overall Marketing Campaign - Retailer

## Brookshire Grocery Company



2024 AWARD WINNER

# Overall Marketing Campaign - Retailer

## Chris' Food Center



2024 AWARD WINNER

# Overall Marketing Campaign - Retailer

## Houchens Food Group

**SCOOP UP THE SAVINGS!**  
ICE CREAM MONTH

- 8.0L Select varieties **Fat Boy Ice Cream Sandwiches** 3.17
- 6.0L Select varieties **North Star Novelties** 2.72
- 6.0L Select varieties **Ice Cream Novelties** 2.72
- 8.0L Select varieties **Mayfield Select Ice Cream** 1.82
- 6.0L Select varieties **Mayfield Novelties** 2.45
- 6.0L Select varieties **Prairie Farms Sherbet** 4.54
- 1.5-Quart Select varieties **Edy's Ice Cream** 3.18
- 1.5-Quart Select varieties **Blue Ribbon Classics Frozen Dairy Dessert** 5.45
- 1.5L Select varieties **Baskin Robbins Ice Cream** 2.72



**SCOOP UP THE SAVINGS!**  
ICE CREAM MONTH

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[View All Savings](#)

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Celebrate the end of Ice Cream Month with this delicious sweet treat!

[View Recipe](#)

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[View Recipe](#)



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