



# 2024 TOP MARKETERS



## LOCAL ASSOCIATION

Frozen & Refrigerated Food Council of Northern California

## MANUFACTURER

TruFru

## RETAILER

Rouses Markets

## SALES AGENT

JOH

## WHOLESALER

UNFI



## LOCAL ASSOCIATION

Frozen & Refrigerated Food Council of Northern California

## MANUFACTURER

Land O'Lakes

## RETAILER

Houchens Food Group

## RETAILER

Rouses Markets

## SALES AGENT

Schraad Sales & Marketing

## WHOLESALER

C & S Wholesale Grocers



Ice Cream & Novelties

## MANUFACTURER

Dippin' Dots

## RETAILER

Brookshire Grocery Company





# 2024 GOLD WINNERS

## COMMUNITY INVOLVEMENT

Chris' Food Center  
Houchens Food Group  
North Florida Frozen Refrigerated Food Association

## IN-STORE DISPLAY

Chris' Food Center  
Kemps LLC  
Shoprite Flemington  
Douglas Sales  
Houchens Food Group - IGA Store #10  
Schraad Sales & Marketing  
Houchens Food Group - IGA Store #49  
Schraad Sales & Marketing  
Houchens Food Group - IGA Store #450  
Schraad Sales & Marketing

## IN-STORE EVENT

Shoprite Flemington  
Shoprite Morristown  
Wakefern

## PRIVATE BRAND CAMPAIGN

Associated Wholesale Grocers  
Weis Markets

## SOCIAL MEDIA CAMPAIGN

Albertsons  
MDI  
Skogen's Festival Foods

## OVERALL MARKETING CAMPAIGN Local Association

Frozen & Refrigerated Food Council of  
Northern California

## OVERALL MARKETING CAMPAIGN Manufacturer

Mrs. T's Pierogies  
Sun Butter  
Tru Fru

## OVERALL MARKETING CAMPAIGN Retailer

Alpha 1 Marketing/CTown/Bravo  
Brookshire Grocery Company  
Food City  
Rouses Markets  
The Save Mart Companies

## OVERALL MARKETING CAMPAIGN Sales Agent

JOH

## OVERALL MARKETING CAMPAIGN Wholesaler

C&S Wholesale  
UNFI Central Region

## RETAIL DIETITIAN WELLNESS PROGRAM

Rouses Markets



# 2024 SILVER WINNERS

## COMMUNITY INVOLVEMENT

JOH

## IN-STORE DISPLAY

Houchens Food Group - IGA Store #38  
Schraad Sales & Marketing

Houchens Food Group - IGA Store #461  
Schraad Sales & Marketing

Houchens Food Group - Price Less IGA  
Store #434  
Schraad Sales & Marketing

Houchens Food Group - Price Less IGA  
Store #490  
Schraad Sales & Marketing

Houchens Food Group - Price Less IGA  
Store #590  
Schraad Sales & Marketing

## IN-STORE EVENT

Kings Boonton

## OVERALL MARKETING CAMPAIGN Manufacturer

InnovAsian

Rosina Food Products

## OVERALL MARKETING CAMPAIGN

### Retailer

Albertsons

Albertsons Intermountain Division  
HS&R Sales and Marketing

Babbs Supermarket

Chris' Food Center

## OVERALL MARKETING CAMPAIGN

### Sales Agent

Douglas Sales

RDD Associates

Schraad Sales and Marketing

## OVERALL MARKETING CAMPAIGN

### Wholesaler

Associated Foods Inc.

## SOCIAL MEDIA CAMPAIGN

Alpha 1 Marketing/CTown/Bravo

Douglas Sales

Frozen & Refrigerated Food Council of  
Northern California

Houchens Food Group

InnovAsian

JOH





# 2024 GOLD WINNERS

## COMMUNITY INVOLVEMENT

Chris' Food Center  
Weis Markets

## IN-STORE DISPLAY

ACME Store #2762  
Albertsons Mid Atlantic Division  
ACME Store #2836 • Land O'Lakes  
Chris' Food Center • Crystal Farms  
Houchens Food Group IGA Store #39  
Schraad Sales & Marketing  
Houchens Food Group Price Less  
IGA Store #468  
Schraad Sales & Marketing  
Houchens Food Group IGA Store #450  
Schraad Sales & Marketing  
Land O'Lakes  
SAFEWAY Store #1089  
Albertsons Mid Atlantic Division  
Weis Markets Store #156

## IN-STORE EVENT

Chris' Food Center • Crystal Farms  
Weis Markets Store #156

## SOCIAL MEDIA CAMPAIGN

Krasdale/Alpha 1 Marketing/KoolTemp Foods  
Land O'Lakes  
Weis Markets

## PRIVATE BRAND CAMPAIGN

Weis Markets

## OVERALL MARKETING CAMPAIGN Local Association

Frozen & Refrigerated Food Council of  
Northern California

## OVERALL MARKETING CAMPAIGN Manufacturer

Daisy Brand  
Land O'Lakes

## OVERALL MARKETING CAMPAIGN Retailer

Babbs Supermarket  
Brookshire Grocery Company  
Chris' Food Center  
Houchens Food Group  
Rouses Markets

## OVERALL MARKETING CAMPAIGN Sales Agent

Schraad Sales and Marketing

## OVERALL MARKETING CAMPAIGN Wholesaler

C&S Wholesale Inc

## RETAIL DIETITIAN WELLNESS PROGRAM

Weis Markets





# 2024 SILVER WINNERS

## COMMUNITY INVOLVEMENT

Albertsons Mid Atlantic Division  
North Florida Frozen Refrigerated Foods Association

## IN-STORE DISPLAY

ACME Store #730  
Albertsons Mid Atlantic Division  
  
ACME Store #780  
Albertsons Mid Atlantic Division  
  
ACME Store #3816  
Albertsons Mid Atlantic Division  
  
Albertsons #177  
  
Houchens Food Group IGA Store #2  
  
Houchens Food Group IGA Store #451  
  
Houchens Food Group Price Less IGA Store #445  
  
Safeway Store #1702  
Albertsons Mid Atlantic Division  
  
Safeway Store #1847  
Albertsons Mid Atlantic Division

## IN-STORE EVENT

Houchens Food Group IGA Store #1

## PRIVATE BRAND CAMPAIGN

Albertsons Mid Atlantic Division

## OVERALL MARKETING CAMPAIGN Manufacturer

HP Hood

## OVERALL MARKETING CAMPAIGN Retailer

Albertsons Mid Atlantic  
  
Hy-Vee  
  
Krasdale/KoolTemp Foods  
  
KVAT Foods Inc.  
  
The Save Mart Companies  
  
Weis Markets

## OVERALL MARKETING CAMPAIGN Wholesaler

UNFI

## RETAIL DIETITIAN WELLNESS PROGRAM

Rouses Markets

## SOCIAL MEDIA CAMPAIGN

Albertsons Mid Atlantic Division  
  
Houchens Food Group





Ice Cream & Novelties



# 2024 GOLD WINNERS

## COMMUNITY INVOLVEMENT

Chris' Food Center

## IN-STORE DISPLAY

Albertsons Intermountain #3194

Hired Man's Grocery and Grill #1737468  
Wells Enterprises

Houchens Food Group Price Less  
IGA Store #467  
Schraad Sales & Marketing

Houchens Food Group Price Less  
IGA Store #474  
Schraad Sales & Marketing

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

## IN-STORE EVENT

Babbs Supermarkets

Rouses Markets  
Wells Enterprises

## OVERALL MARKETING CAMPAIGN Manufacturer

Bubbies Ice Cream

Dippin' Dots

## OVERALL MARKETING CAMPAIGN Retailer

Brookshires Grocery Company

Chris' Food Center

Houchens Food Group

## SOCIAL MEDIA CAMPAIGN

Bubbies Ice Cream

Houchens Food Group



Ice Cream & Novelties



# 2024 SILVER WINNERS

## IN-STORE DISPLAY

Bashas 82

Chris' Food Center  
Kemps

Houchens Food Group IGA Store #2  
Schraad Sales & Marketing

Houchens Food Group IGA Store #39  
Schraad Sales & Marketing

Houchens Food Group IGA Store #56  
Schraad Sales & Marketing

Houchens Food Group Price Less IGA  
Store #30  
Schraad Sales & Marketing

Houchens Food Group Price Less IGA  
Store #490  
Schraad Sales & Marketing

Hy-Vee #1382  
Wells Enterprises, Inc.

Hy-Vee #1475  
Wells Enterprises, Inc.

Sureway Supermarket  
Wells Enterprises, Inc.

## IN-STORE EVENT

Chris' Food Center  
Kemps

Hired Man's Grocery & Grill #1737468  
Wells Enterprises, Inc.

Hy-Vee #1631  
Wells Enterprises, Inc.

Village Supermarket Group  
RDD Associates

## PRIVATE BRAND CAMPAIGN

Houchens Food Group

## OVERALL MARKETING CAMPAIGN Retailer

Babbs Supermarket

Lewis Food Town

Rouses Markets

## OVERALL MARKETING CAMPAIGN Sales Agent

RDD Associates