



NATIONAL FROZEN & REFRIGERATED FOODS ASSOCIATION

EXPERIENCE the value in MEMBERSHIP

Our Mission

The mission of the National Frozen & Refrigerated Foods Association (NFRA) is to promote the sales and consumption of frozen and refrigerated foods through: education, research, sales planning and providing a forum for industry dialogue.



2024

WHAT IS NFRA?

Headquartered in Harrisburg, PA, the **National Frozen & Refrigerated Foods Association (NFRA)** is uniquely positioned as an all-industry promotions and marketing trade association. Membership includes all segments of the frozen and refrigerated categories. The Board of Directors list truly exemplifies the strength and diversity of our member base, including:

MANUFACTURERS
RETAILERS/WHOLESALERS
DISTRIBUTORS
SALES AGENTS
LOGISTICS PROVIDERS
SUPPLIERS

Our mission is straightforward: to promote the sales, consumption and awareness of frozen and refrigerated foods. With a wide variety of committees and forums, there are many ways to get involved.



RESOURCES & TOOLS

- Access to searchable database of **400+ members**
- Access to **members-only industry data** including in-depth State of the Industry reports and the Circana Data Dashboard powered by Unify
- **Exclusive association information and industry news** in *Industry Insider* monthly newsletter
- **New product updates** in the quarterly *New Products Newsletter*
- Access to **promotional resources** such as point-of-sale materials, artwork and consumer information
- Opportunities for **involvement in committees** that support special interests of the membership
- **Mentor program** for first-year members

RECOGNITION

- Listing in online **membership directory** and link on NFRAweb.org
- **Member profile featured** in *Industry Insider* newsletter, on the New Member Spotlight page on NFRAweb.org, and industry social channels
- Opportunity to **showcase products** at the NFRA Convention
- Compete for the **prestigious Golden Penguin Award** for best marketing during the annual March Frozen Food Month, June Dairy Month and Summer Favorites Ice Cream & Novelties promotions

DISCOUNTS

- **Significantly reduced rate** to attend the annual NFRA Convention and Executive Conference; **Retailers receive complimentary registration**
- Retailers receive **complimentary meeting rooms** at the NFRA Convention
- Complimentary access to Byzzzer, NIQ's specialized data platform, where emerging brands can explore market insights with **three free reports**
- **Showcase unlimited products** in *New Products Newsletter* for one year
- **Complimentary ad** on NFRAweb.org homepage or *Industry Insider* newsletter
- **50% discount** on digital advertising rates for websites and newsletters

BENEFITS OF MEMBERSHIP

The NFRA Convention is an excellent opportunity to **introduce your brand** even if you have a brand that's been in the market for a while. It's a great way to make more people aware. It's one of the few events that allow you to have that **personal experience**.

- NFRA Manufacturer Member

PLAN

Learn from long-time members and mentors

Experienced members are assigned to work with new members and guide them through the first year of membership from a peer level.

Experience a convention like no other

The NFRA Convention is a unique event with all of the major companies in the industry in one place. Rather than a trade show floor, this event focuses on one-on-one customer business meetings. Members enjoy a discounted registration fee!



Stay up-to-date on industry trends

The annual Executive Conference brings together industry colleagues in a casual and relaxed setting to hear from engaging speakers on the most recent insights, challenges and opportunities facing our categories. This event provides one-of-a-kind networking opportunities that emphasize professional development and cultivating business relationships.



Gain access to key research

Receive exclusive access to the NFRA Member Portal, which includes:

- Circana/NFRA Data Dashboard powered by Unify with sales data that is updated monthly
- Byzzar, NIQ's specialized data platform, where emerging brands can explore market insights with free reports
- Consumer and shopper research insights specific to the dairy and frozen categories

Advance your career

Strengthen your career by keeping up with the latest industry information and taking advantage of the many NFRA networking and mentoring opportunities, educational and professional meetings, and developing key business relationships with industry colleagues.

PARTNER

Network with industry leaders and collaborate with the best

- Get in touch with leaders from the top companies of this unique, all-industry membership
- Access to online membership directory with more than 3,000 contacts
- Open invitation to get involved in NFRA's meetings and forums
- Work with industry leaders to grow your business and gain a competitive edge



Enhance consumer outreach and brand exposure with Easy Home Meals

We actively communicate with over half a million consumers daily through our Easy Home Meals brand:

- EasyHomeMeals.com website with database of over 1,500 recipes
- Newsletter that reaches thousands with key messaging, recipes, meal assembly ideas, contests and giveaways, and more
- Innovative content created by partners and shared through Easy Home Meals on social media channels including:



Stay connected

Stay in touch and up-to-date on industry happenings through:

- Association website: NFRAweb.org
- NFRAweb on LinkedIn, Facebook and X (formerly Twitter)
- NFRA Member Portal with data and research, event and sponsorship details, committee documents, archived newsletters, etc.
- Monthly *Industry Insider* newsletter
- Quarterly *New Products* Newsletter
- Dedicated event websites:
 - NFRAConvention.org
 - NFRAExecutiveConference.org



PROMOTE

Lift category and store sales

The broad reach of NFRA's four all-industry national promotions engage consumers to learn about and experience the many products frozen and refrigerated aisles have to offer. These promotions aim to drive more consumers to the aisles and increase sales across all categories.



Participate in all-industry PR campaigns

- Be featured on the NFRA and Easy Home Meals websites and all social media platforms
- Have your products featured in the *New Products* Newsletter
- Access all PR materials and messaging for use in your communications
- Preferred placement at Taste of Excellence during the NFRA Convention

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

Showcase your company/brand

- Member listing in online directory and profile in *Industry Insider* newsletter
- Sponsors are recognized on NFRA and Easy Home Meals websites and across all social media platforms
- NFRA Convention sponsorship and product showcasing opportunities
- Compete for a chance to win a Golden Penguin Award for the best merchandising and marketing



Utilize NFRA promotional resources

Promote frozen and refrigerated foods as well as your own brand(s) through:

- Social media content including vertical video and high resolution imagery
- Point-of-sale materials
- Consumer newsletters
- Artwork and food photography
- Digital PR toolkits

OUR LEADERSHIP

EXECUTIVE COMMITTEE

Neil Ritchey
InnovAsian Cuisine
Enterprises
Chairman

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

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

Tracy Aquila
Southeastern Grocers
Chairman-Elect

Tye Anthony
Associated Wholesale
Grocers
Vice Chairman-Frozen

Matt O'Hare
JOH
Convention Chairman

Bill Kynast
Chobani Global
Holdings, Inc.
Secretary

Tony Battaglia
Lactalis American Group
Vice Chairman-Refrigerated

Jennifer Shelfer
General Counsel NFRA
Arnall Golden Gregory LLP

Kevin Schwab
The Pictsweet Company
Immediate Past Chairman

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Tyson Foods, Inc.

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Bimbo Bakehouse

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Acosta Sales & Marketing

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Grocers, Inc.

Shannon Sherrard
Graeter's Ice Cream

Janice Chopra
Tropicana Brands Group

Amanda Klane
Yasso, Inc.

Kellie Shetlar
Conagra Brands

Stacy Cobb
Kraft Heinz Company

Clinton Wilson
Sargento
Foods Inc

CONNECT with NFRA

INDUSTRY NEWS & RESOURCES

- NFRAweb.org
- [@NFRAweb](#) on Facebook, LinkedIn & X
- Subscribe to our newsletters by visiting the NFRAweb.org homepage and entering your email address at the bottom

CONSUMER INFORMATION

- EasyHomeMeals.com website
- Easy Home Meals on TikTok, Facebook, Instagram, X, Pinterest & YouTube

REACH US AT:

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JOIN NOW AT NFRAWEB.ORG!

NFRA is easily the most justifiable ROI that we have annually, and is one that we are professionally and personally committed to. We often say that the frozen and dairy industry is a community and that
all starts with NFRA.

- NFRA Retailer Member

*NFRA is our **support system** - it's our guiding light at times - an **extension of our team** - to be able to call somebody and have a conversation about a business challenge you're having. To at least get pointed in the direction of someone who may be able to help.*

- NFRA Manufacturer Member