



MARCH FROZEN FOOD MONTH SUCCESS GUIDE

How to get involved with the promotion



MARCH FROZEN FOOD MONTH: NFRA'S FLAGSHIP PROMOTION

Uniting the Industry to Drive Frozen Food Success for Over 40 Years

WHY PARTICIPATE?

- Tap into peak frozen food selling season
- Leverage ready-to-use promotional tools
- Join a proven industry-wide campaign
- Build your business while growing the category

DESIGNED FOR EVERY MEMBER

Whether you're a retailer, manufacturer, sales agent, local association, or registered dietitian, NFRA provides the tools and resources to create an effective promotion at any scale.

FIVE WAYS TO GET INVOLVED:

- 1. IN-STORE IMPACT:** Create profitable promotions with industry partners and eye-catching March POS materials
- 2. DIGITAL ENGAGEMENT:** Access ready-to-use content showcasing frozen food benefits across your channels
- 3. CONSUMER OUTREACH:** Promote the Easy Home Meals \$10,000 sweepstakes to drive excitement
- 4. SOCIAL AMPLIFICATION:** Share NFRA's March content to connect with customers
- 5. INDUSTRY RECOGNITION:** Enter your best work in the Golden Penguin Awards

FREE MEMBER RESOURCES

- Social media content package
- Consumer promotion toolkit
- Implementation guides

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Choose your path to success!



RETAILERS

ESSENTIAL STEPS

1. PLAN YOUR PROMOTIONAL CALENDAR

- Connect with manufacturers and sales agents now
- Review participating brand opportunities
- Schedule in-store events and demos
- Plan display competitions

2. MAXIMIZE IN-STORE IMPACT

- Order March POS materials
- Create themed endcap and display plans
- Schedule sampling events
- Set up cross-merchandising opportunities

AMPLIFICATION STEPS

3. DIGITAL & SOCIAL

- Promote \$10,000 sweepstakes
- Share Easy Home Meals content
- Highlight frozen food benefits
- Feature participating brands

MANUFACTURERS

ESSENTIAL STEPS

1. MAXIMIZE RETAIL PRESENCE

- Connect with retail partners early
- Plan promotional support
- Develop display recommendations
- Create merchandising guidelines

2. BOOST BRAND VISIBILITY

- Feature March Frozen Food Month in your marketing
- Align social content calendar
- Plan special March promotions
- Support retailer initiatives

AMPLIFICATION STEPS

3. ENGAGE & MEASURE

- Track promotional performance
- Share success stories
- Enter the Golden Penguin Awards
- Document best practices

SALES AGENTS

ESSENTIAL STEPS

1. COORDINATE PARTNERSHIPS

- Connect manufacturers with retailers
- Align promotional calendars
- Maximize co-marketing opportunities
- Plan display execution

2. DRIVE EXECUTION

- Support POS placement
- Ensure promotional compliance
- Coordinate sampling events
- Monitor display implementation

FOR ALL PARTICIPANTS

QUICK WINS:

- Download March toolkit assets
- Order POS materials
- Start social media planning
- Submit entry for the Golden Penguin Awards

