



NATIONAL FROZEN & REFRIGERATED FOODS ASSOCIATION



ASSOCIATION **OVERVIEW**

NFRA is the only association that connects the entire frozen and refrigerated foods industry, including:

- Manufacturers
- Retailers & Wholesalers
- Distributors
- Sales Agents & Brokers
- Logistics Providers
- Suppliers

NFRA is Good for Business

CONNECTING PEOPLE, PROMOTING
INNOVATION, AND GROWING THE FROZEN
AND REFRIGERATED FOODS INDUSTRY



Join today!

NFRAweb.org
(717) 657-8601
NFRA@NFRAweb.org

OUR **MISSION**

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.



Scan to view the full list of NFRA members



BOARD MEMBER COMPANIES

Acosta Sales & Marketing
Advantage Solutions
Ajinomoto Foods North America, Inc.
Albertsons National
Alliance Sales & Marketing
Associated Food Stores
Associated Wholesale Grocers
Ateco Inc./Mrs. T's Pierogies
B&G Foods Inc.
Bimbo Bakeries USA
C&S Wholesale Grocers
Campbell's Distinctive Brands
Chobani Global Holdings
Coca-Cola North America
Conagra Brands
CROSSMARK
Dairy Farmers of America
Daisy Brand
Danone North America
Daymon
General Mills
The Giant Company
Giant Eagle Inc.
Green Grass Foods DBA nutpods
H.P. Hood, LLC
The Happy Egg Co.
Harris Teeter, LLC
Houchens Food Group
Hussmann Corporation
InnovAsian Cuisine
Jewel-Osco
JOH
KeHE Distributors
Kellanova
Kraft Heinz Company
K-VA-T Food Stores, Inc.

Lactalis American Group
Lamb Weston
Land O'Lakes Foods, Inc.
Lindy's Homemade, LLC
Lowes Foods LLC
Mars Ice Cream
Northeast Shared Services
Oatly Inc.
Palermo Villa, Inc.
Pete and Gerry's Organic Eggs
The Pictsweet Company
RDD Associates, LLC
RealCOLD
Rich's Consumer Brands
Rosina Food Products
Sargento Foods Inc
Schraad Sales & Marketing
Schwan's Consumer Brands, Inc.
SellEthics Marketing Group Inc.
Simek's
Southeastern Grocers
Target Corporation
Tillamook
Tropicana Brands Group
Tru Fru, LLC
Tyson Foods, Inc.
UNFI
Wakefern Food Corp.

HEAR WHAT NFRA MEMBERS HAVE TO SAY

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.

- **MANUFACTURER MEMBER**



“ We don't attend any other show or event that is as well run as the NFRA Convention. It is always a win for us, and we come away looking forward to next year. My colleagues and I were impressed by the setting and ability to have meaningful conversations with dozens of customers. ”

- **SUPPLIER MEMBER**

“ 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. ”

- **RETAILER MEMBER**



JOIN THE NFRA COMMUNITY

Unlock benefits, build connections, and drive growth! Follow NFRA on LinkedIn, visit NFRAweb.org, or contact us to learn more and join today.



Scan to see complete Board of Directors listing

National Frozen & Refrigerated Foods Association
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NFRAweb.org • (717) 657-8601 • NFRA@NFRAweb.org

MEMBER BENEFITS

View the complete
list of benefits
available to each
member category:



NETWORKING & BUSINESS DEVELOPMENT OPPORTUNITIES

- Connect with leaders from all segments of the industry.
- Access to (and your listing included in) an online Membership Directory of over 3,200 contacts.
- Professional development opportunities to strengthen your own network and business.
- Opportunities for involvement in NFRA's many committees and forums that allow you to have a seat at the table and a voice in the conversation.
- Stay informed with NFRA's industry newsletters, social media, and website.

RESEARCH, RESOURCES & MARKET INTELLIGENCE

- Gain access to a database full of key industry research, including industry trends, consumer preferences, and category/product sales stats. NFRA's Retail Performance Series Reports offer exclusive monthly category sales and unit data.

NFRA EVENTS

- Members pay a significantly discounted registration fee and are able to leverage sponsorship opportunities at NFRA events.



- NFRA's Executive Conference and Annual Convention provide unparalleled networking opportunities with peers and business partners within the frozen and refrigerated categories.
- Hear from leading speakers on topics relevant to the frozen and refrigerated foods business.

- The NFRA Convention can save you time and travel by allowing you to conduct many valuable meetings with diverse companies in a short amount of time.
- Sample new frozen and refrigerated products.

CONSUMER PROMOTIONS & MARKETING

- Connect with consumers by supporting our annual PR campaigns focused on frozen and refrigerated foods.
- Participate in four national retail promotions (January, March, June, and July), using NFRA-provided digital assets or POS to deliver key messages to consumers to generate excitement in the aisles and increase sales.
- Leverage the Easy Home Meals consumer-facing brand by sharing social media content including recipes, tips, videos, messaging, and more.

ANNUAL EVENTS

NFRA's annual events bring together members from all segments of the frozen and refrigerated foods industry.



NFRA EXECUTIVE CONFERENCE

APRIL 6-9, 2025 • TEMPE, AZ

The Executive Conference draws key frozen and refrigerated food decision-makers together to network and discuss the most recent trends, challenges, and opportunities facing the entire industry. An expert lineup of speakers provides attendees with updates on the latest issues impacting the industry, future growth trends, data insights, and more. **Learn more at**

NFRAExecutiveConference.org

NFRA Convention FROZEN & REFRIGERATED FOODS

OCTOBER 18-21, 2025 • ORLANDO, FL

The NFRA Convention connects key players across the frozen and refrigerated industry, offering a streamlined opportunity to strengthen networks and grow business. Unlike traditional trade shows, the NFRA Convention prioritizes one-on-one business meetings, ensuring you connect directly with key retailers, manufacturers, and decision-makers. It is the premier business networking event for the frozen and refrigerated foods industry.

Learn more at NFRAConvention.org

It's possible to hold **dozens of face-to-face meetings** in just a few days, saving you valuable time and money!

The NFRA Convention is my favorite event because it brings everyone in the frozen and refrigerated space together, big or small. It's the perfect mix of learning, networking, and celebrating the industry, creating a level playing field for all brands, no matter their size.
- MANUFACTURER MEMBER



EASY HOME MEALS BRAND



EasyHomeMeals.com (EHM) is NFRA's consumer-facing digital brand, connecting millions of shoppers to innovative frozen and refrigerated food solutions via the website and major social channels. Engaging content, curated by partners and influencers, showcases new products and recipes as well as innovative meal ideas using foods from the frozen and refrigerated aisles.

CONSUMER ENGAGEMENT

- **Smart Kitchen Hacks:** Innovative ways to use frozen and refrigerated ingredients in cooking, baking, and snacking.
- **Everyday Meal Solutions:** Quick and easy recipes for breakfast, lunch, dinner, snacks, and desserts, emphasizing convenience, flexibility, and real food solutions for busy lifestyles.
- **Influencer-Led Content:** Strategic partnerships with diverse influencers across different demographics, dietary preferences, and lifestyles broaden consumer reach and category impact.
- **Customizable Nutrition & Lifestyles:** Recipes and meal ideas tailored for gluten-free, vegan, keto, high-protein, and family-friendly preferences—demonstrating the versatility of frozen and refrigerated foods.
- **Health & Wellness:** NFRA, in collaboration with registered dietitians (RDs), delivers science-backed nutrition insights, myth-busting content, and educational resources to reinforce the value, quality, and freshness of frozen and refrigerated foods.



CONSUMER PR CAMPAIGNS

Learn more about PR campaigns and how you can get involved:



NFRA's Real Food. Frozen and Dairy...and Beyond PR campaigns reach billions of consumers annually with the goal of increasing positive sentiment and, ultimately, sales and consumption of frozen and refrigerated food items. These year-long campaigns include content shared via influencers, NFRA's Easy Home Meals social channels, and extensive media coverage including press releases, satellite media tours, media partnerships, and more.

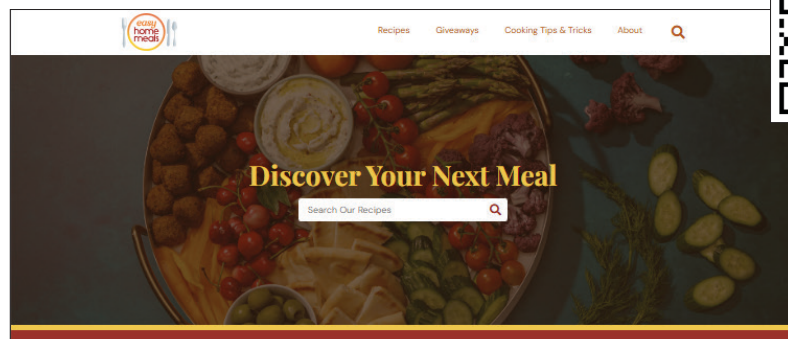
Real Food. *frozen.* Dairy...and *Beyond*

NATIONAL PROMOTIONS

The broad reach of NFRA's four all-industry national promotions engage consumers to learn about and experience the products the frozen and refrigerated aisles have to offer. These promotions aim to drive category sales, consumer awareness, and brand loyalty.



Visit [EasyHomeMeals.com](https://www.easymhome.com)



What Will You Cook Next?



Desserts

Drinks

Main Dishes

Easy Home Meals messages reach over **1 million consumers daily** with 2.8 billion impressions annually!

NFRA
GOLDEN PENGUIN AWARDS

Enhance your marketing and merchandising efforts during these key promotional months using NFRA-produced digital or in-store assets. Then, enter your marketing efforts in the NFRA Golden Penguin Awards competition to be recognized by the entire industry!

