**TACTICS**

**Storytellers**

Central to NFRA’s PR efforts, our 2019 Cool Food Panel of influencers, including home cooks, trained chefs and foodie experts, successfully brought their food blogging expertise to the Dairy... and Beyond campaign. This diverse group developed and shared creative and effective refrigerated food culinary content to large online communities, presenting the modern dairy aisle and fueling positive conversations with refrigerated-based meal, snack, beverage and dessert solutions - all with a focus on NFRA member brands. The Cool Food Panel has generated an average of 8.2M impressions.

**Media Outreach**

Media initiatives during the year included a Satellite Media Tour (SMT), as well as traditional, online, paid and earned media outreach through PR Newswire. A June “Dairy and Beyond” SMT featured chef and Food Network personality James Briscione, showing audiences the modern dairy aisle and its appeal to all lifestyles and dietary needs. Media outreach efforts included multimedia releases for June and the holidays, and regular news release initiatives for Back-to-School and Food Waste. All of the media efforts amplified positive conversations, increased engagement, and secured refrigerated food stories in major TV and Radio media outlets and publications countrywide. Media efforts garnered more than 169.2M impressions.

**Special Initiatives**

NFRA continued to take on a more prominent role in industry Food Waste initiatives and solutions. The Association’s new Food Waste Education Program for middle and high school students and teachers was distributed to over 65,000 targeted consumer/environmental science and health educators.

We continued to expand connections with the very influential Supermarket Registered Dietitians community by providing quarterly toolkits full of valuable resources (tips, recipes, infographics) that they can use to promote refrigerated and frozen foods to shoppers in-store.

**Newsletters**

NFRA PR Campaign communications support the consumer outreach and refrigerated food messaging, as well as NFRA member engagement. Our Easy Home Meals e-newsletter features trending recipes, refrigerated food tips and food safety guidelines. The quarterly What’s Hot and New in Frozen & Refrigerated Foods e-newsletter features industry and consumer insights, and NFRA member resources.

**Media Partnerships**

2019 saw NFRA experience another successful collaboration with long-time partner Mr. Food Test Kitchen to create unique, proprietary recipes and videos, TV spots, infographics, Fast Recipe Videos and more to effectively reach consumers where they are searching and connecting with food. A unique partnership with popular online food site Food52 shared holiday recipes and ideas using refrigerated and frozen foods. Media Partnership activations have generated 34.2M impressions.

NFRA’s successful Twitter Parties throughout the year with Resourceful Mommy included member brands, chefs, RDs and bloggers engaging Twitter users in conversations about refrigerated and frozen foods, garnering an average of 10.54M impressions (and 131K tweets).

**Easy Home Meals Blog & Social Platforms**

The Easy Home Meals website and Blog continued to attract a growing and engaged fan base in 2019, with an expanding social media presence also grows in numbers and engagement and promoted all things refrigerated – including priority products, hot trends of the moment, holiday foods, Cool Food Panel content, national promotions and more. Easy Home Meals generated 3.89M impressions and 339.2K social engagements (likes, comments and shares).

**Campaign Goal:** To build upon the positive sentiment around refrigerated dairy foods by expanding shoppers’ perceptions and considerations beyond the normal “staples” and focusing on key messaging pillars: Health & Wellness, Versatility, Innovation and Indulgence.

**2019 YEAR END PR RESULTS**

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<tr>
<th>Total PR Campaign Impressions</th>
<th>319.4M+</th>
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**Strategy**

During 2019, NFRA successfully delivered the Dairy... and Beyond campaign messaging through carefully developed communication platforms and unique and engaging tactics to reach large audiences of consumers. Our refrigerated messaging and content focused on nutritional value, satisfying all dietary needs, real ingredients, fresh flavors, and innovative tastes and treats that meet the evolving eating preferences of small meals and convenient, healthy snacks. These efforts to promote “dairy and beyond” strategically support refrigerated food sales growth and amplifies members’ brands - all with the goal to effectively promote the modern dairy aisle.

**Activation Highlights**

- Last-Minute Shortcuts for Holiday Cooking and Entertaining, a multi-media news release sharing how to easily prepare for holiday cooking and entertaining with a well-stocked fridge and freezer.
- Merry & Bright Holiday Ideas Instagram takeover featuring holiday brunch ideas and kid-friendly treats.
- A Good Time to Go Back to School on Dairy Aisle for Every Lifestyle. A successful SMT with theme and messaging focused on the modern dairy aisle.
- Mr. Food Test Kitchen June Dairy TV Spot: Special video exploring what’s new in the refrigerated dairy aisle.

**Newsletters/Toolkits**

- What’s Hot and New in Frozen & Refrigerated Foods
- Easy Home Meals
- Food Waste Tool Kit of Resources
- Supermarket Registered Dietitian’s Toolkit

**Special Initiatives**

- Back-to-School Inspiration
  - Kaleigh (Lively Table) – Peanut Butter Banana Baked Oatmeal (featuring Silk Almond milk)
  - Silvia (Mama Latina Tips) - Probiotic Pepper Galette (featuring Borden Cheese)
  - Mr. Food Test Kitchen June Dairy TV Spot: Special video exploring what’s new in the refrigerated dairy aisle.

**Easy Home Meals by the Numbers (Ending 12/31/19)**

- Facebook: 463,609 likes
- Twitter: 3,085 followers
- Pinterest: 6,100 followers
- Instagram: 2,996 followers
- YouTube: 214 subscribers

**Easy Home Meals Website**

- 261,713 unique users; 694,425 sessions; 991,437 pageviews
- EHM Newsletter: 108,000 subscribers