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NFRA Convention

FROZEN & REFRIGERATED FOODS

OCTOBER 5-8, 2024 • NATIONAL HARBOR, MD

Preview MAGAZINE

#NFRA24



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PREVIEW MAGAZINE
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REGISTER AT NFRACONVENTION.ORG

Preview Magazine is the official publication of the NFRA Convention. Held annually in October, the Convention is sponsored by NFRA.

National Frozen & Refrigerated Foods Association (NFRA)
4755 Linglestown Road, Suite 300 • Harrisburg, PA 17112
(717) 657-8601 • nfraweb.org • nfra@nfraweb.org

2024 NFRA Convention Committee

NFRA is gearing up for its largest-attended annual convention to date! With registration currently running **20% ahead** of last year, the October event is sure to host more business meetings and networking opportunities than ever before. Café NFRA and Taste of Excellence are completely sold out, providing attendees with multiple opportunities to try the latest innovation our categories have to offer. With the addition of many first-time retailer participants, and the growing attendance of emerging brands, the NFRA Convention continues to be **the event** where business gets done. NFRA staff and the Convention Committee are eager to welcome you to National Harbor this October. **See you there!**



Matt O'Hare
Convention Chairman
JOH



Neil Ritchey
InnovAsian Cuisine



Tracy Aquila
Southeastern Grocers



Kevin Schwab
The Pictsweet Company



Joe D'Alberto
Acosta Sales & Marketing Co. (retired)



Tom Finn
Rosina Food Products, Inc.



Tricia Greyshock
National Frozen & Refrigerated Foods Association



Patrick Uffner
National Frozen & Refrigerated Foods Association

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See you at NFRA 2024!

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Schedule of Events

SATURDAY, OCTOBER 5TH

7:00 AM - 6:00 PM	Convention Registration Open

SUNDAY, OCTOBER 6TH

7:00 AM - 5:00 PM	Convention Registration Open
8:00 AM - 5:00 PM	Customer Business Meetings
8:00 AM – 9:30 AM	Supply Chain Forum*
9:00 AM - 4:00 PM	Café NFRA Open
9:00 AM – 10:00 AM	Ice Cream Forum*
10:00 AM – 11:30 AM	Private Brands Forum*
10:30 AM – 12:00 PM	Marketing Forum*
1:00 PM – 2:30 PM	Small Business Manufacturer Forum*
5:00 PM - 7:00 PM	Taste of Excellence Opening Reception
7:00 PM	Evening open for business entertaining

We encourage you to attend one of many open forums that discuss important topics related to the frozen and refrigerated industry. **Let your voice be heard!**

MONDAY, OCTOBER 7TH

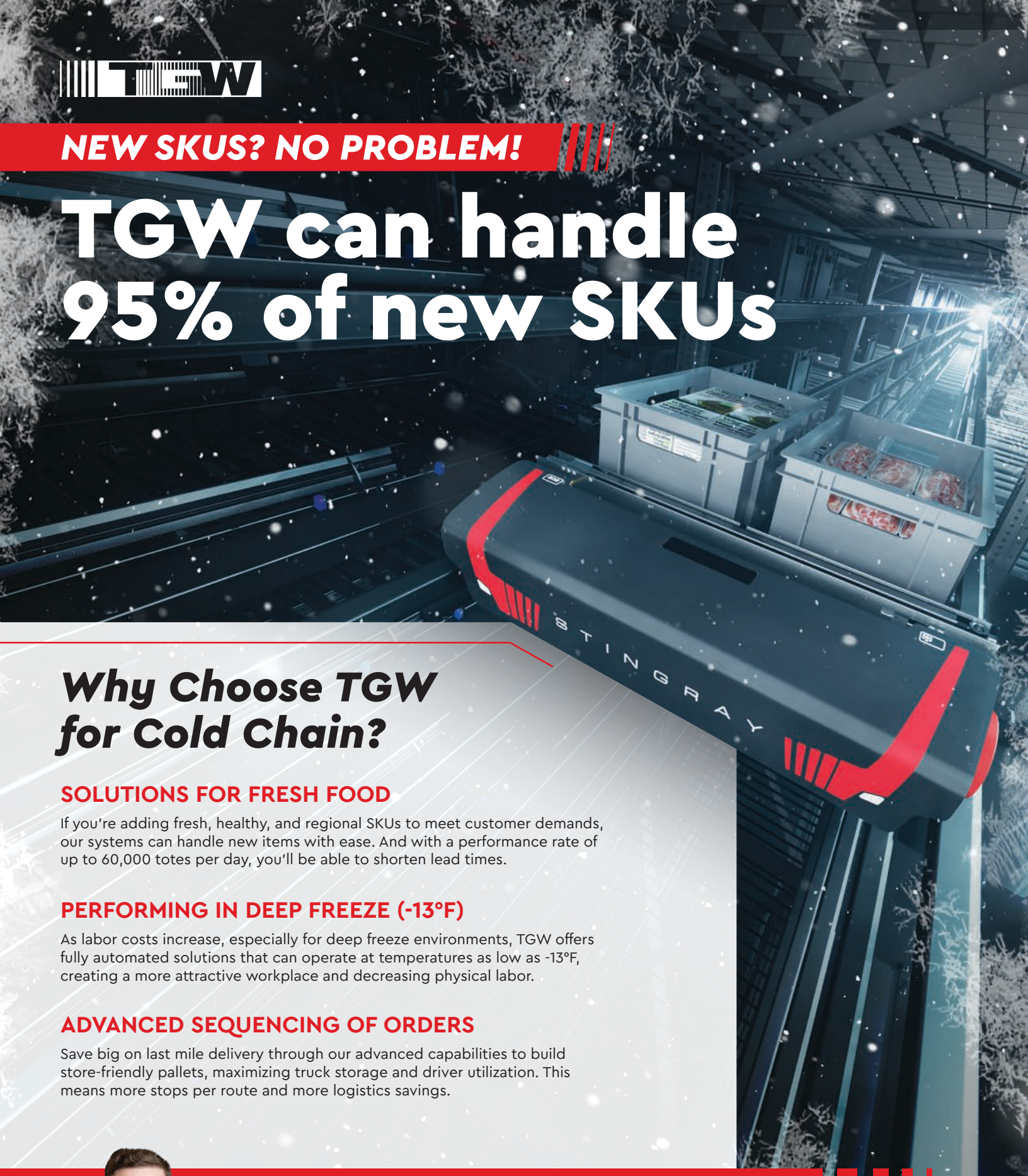
7:00 AM - 5:00 PM	Convention Registration Open
7:15 AM - 8:45 AM	Breakfast Session with Chef Edward Lee
9:00 AM - 9:30 AM	General Session
9:00 AM - 5:00 PM	Café NFRA Open
9:00 AM - 5:00 PM	Customer Business Meetings
12:00 PM - 1:00 PM	NFRA Annual Membership Luncheon honoring the 2024 Frozen Food Hall of Fame Inductees
5:30 PM - 7:00 PM	Networking Reception
7:00 PM	Evening open for business entertaining

TUESDAY, OCTOBER 8TH

7:00 AM - 3:00 PM	Convention Registration Open
7:15 AM - 8:45 AM	Breakfast Session with Brian Kay, Numerator
9:00 AM - 3:00 PM	Café NFRA Open
9:00 AM - 5:00 PM	Customer Business Meetings
12:00 PM - 1:00 PM	Golden Penguin Awards Luncheon
5:00 PM	Evening open for business entertaining

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Why Choose TGW for Cold Chain?

SOLUTIONS FOR FRESH FOOD

If you're adding fresh, healthy, and regional SKUs to meet customer demands, our systems can handle new items with ease. And with a performance rate of up to 60,000 totes per day, you'll be able to shorten lead times.

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WANT TO LEARN MORE? LET'S TALK.

Collin Russell

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TASTE OF *Excellence*

Don't miss this opening reception on Sunday, October 6th from 5:00–7:00pm!

This evening reception is the kickoff event of the NFRA Convention, where over 50 manufacturers, including some of the top emerging brands of the frozen and refrigerated industry, showcase their latest product innovations. Network among colleagues and get to know your fellow attendees at this fun event!

2024 PARTICIPATING BRANDS

Athens Foods
BARIS
Bimbo Bakehouse
Bubbies Ice Cream Campbell's
Distinctive Brands
Campoverde
Choice Canning/Tastee Choice
Crooked Spoon Ice Cream
Dairy Farmers of America
Daisy Brand
Deep Indian Kitchen
Dippin' Dots
Dole Packaged Foods
Don Lee Farms
Evive Inc.
FAGE USA Dairy
Finger Food Products
Gelit - Ristorante Garofalo
Golden Platter Foods
Grecian Delight
Handy Seafood
HumanCo
Imo's Pizza
Impossible Foods
InnovAsian Cuisine
Italpizza
Kellanova
Keto Pint
Kourellas Dairy USA
Legend of Master
Lily's Toaster Grills
LVBImports/Mandia
MingsBings
Mrs. T's Pierogies
MyForest Foods - MyBACON
Nestlé USA
Pete & Gerry's Organics LLC
The Pictsweet Company
Rich Products
RoRo's Baking Company
Rosina Food Products
Sara Lee Frozen Bakery
Sargento Foods Inc
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Taste of Excellence Bar Sponsors:

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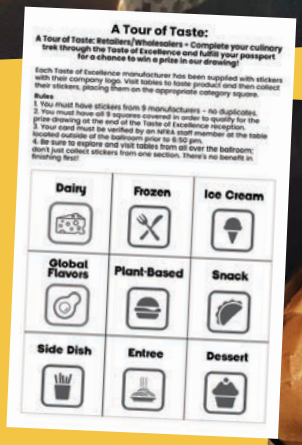
Hawaii's Own

A Tour of Taste

New for 2024!

There's no better place to find culinary creations from all areas of the frozen and refrigerated food aisles. From breakfast to lunch, snacks and appetizers, to single or family-sizes entrees, desserts and other indulgences, this opening reception has it all. This year, we're inviting Retailer/Wholesaler attendees to explore products from the entirety of offerings by completing a game card for a chance to win an exciting prize.









Retailers/ wholesalers can learn more in their Taste of Excellence booklet!

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- Made with real butter, real cheese, and freshly baked bread
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Café NFRA

HOURS

Sunday, October 6 · 9 am – 4 pm
Monday, October 7 · 9 am – 5 pm
Tuesday, October 8 · 9 am – 3 pm

This casual, café-style area with wi-fi will be located in the Cherry Blossom Lobby. It's the perfect place to take a quick break, catch up on emails, or have an impromptu meeting with new connections or colleagues. You never know who you might meet!

Explore products from these participating companies!

BIG MOZZ™
Bubbies ICE CREAM
Chung's GOURMET QUALITY
JUS-ROL AMAZING Made Easy
culinevo kitchen™
Daisy® BRAND
kevin's natural foods
Budget Saver. MONSTER POPS
nut pods®
PALERMO'S® A Family of Brands Since 1964
Milton's
Upfield™
Sukhi's IRRESISTIBLE INDIAN CUISINE MADE IN THE U.S.A.
ripple®
SINCE 1960 SEVIROLI®
Vertullo®
trü frü NATURE'S FRUIT in CHOCOLATE
VEGGIES MADE GREAT VEGGIES OUR #1 INGREDIENT
WILD Mike's ULTIMATE PIZZA

Café NFRA Beverage Station Sponsors:

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Coffee mate natural bliss®
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Congratulations 2024 Emerging Brand: Big Mozz





This year, NFRA launched a new competition - the **Penguin Pitch Emerging Brand Contest**. Designed to identify the **next big name** within the frozen or refrigerated aisle, the competition vetted entries down to **eight top finalists**, who impressed judges with innovative products and creative approaches.

Big Mozz stood out against the competition with its giant-sized, authentically crafted, made with clean ingredients, mozzarella sticks. In addition to being crowned **Grand Prize for Overall Excellence**, Big Mozz was awarded a coveted spot at Café NFRA. **Be sure to sample their products!**



Who will be next year's emerging brand?

Enter the competition in January 2025!



CHEF EDWARD LEE
Monday Breakfast Speaker



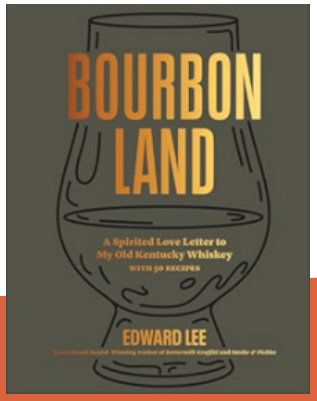
Award-Winning Chef, Author, and Culinary Director for Succotash Restaurant, National Harbor

Join us for breakfast Monday, October 7th from 7:15-8:45am in the Maryland Ballroom

Chef Edward Lee is a Korean-American who grew up in Brooklyn, trained in NYC kitchens, and has since become a progressive chef, accomplished author, owner of restaurants around the country, including 610 Magnolia and Whiskey Dry in Louisville, KY, Khora in Cincinnati, OH, and is Culinary Director for Succotash in National Harbor, MD and Penn Quarter, DC.

Chef Lee was the recipient of the 2019 James Beard Foundation Award for Writing for his book *Buttermilk Graffiti: A Chef's Journey to Discover America's New Melting Pot Cuisine*. He was selected as a Muhammad Ali Humanitarian Award winner in 2021 and has also been a six-time finalist for the James Beard Foundation Award for Best Chef: Southeast. *Food & Wine Magazine* named 610 Magnolia one of the country's most important restaurants of the past 40 years; and Succotash was awarded a Bib Gourmand by The Michelin Guide DC.

Widely acknowledged for his culinary expertise, Chef Lee appears frequently in print and television, and his writing has been featured in *The New York Times*, *Esquire*, and *Food & Wine*, among other national publications. He was nominated for a daytime Emmy for his role as host of the Emmy-winning series, *The Mind of a Chef*, on PBS. He also wrote and hosted a feature documentary, *Fermented*, exploring how the ancient process of fermentation is used in modern cuisine. An accomplished author, Chef Lee's cookbook *Smoke & Pickles: Recipes and Stories from a New Southern Kitchen*, chronicles his unconventional journey from the kitchens of Brooklyn to becoming a lauded Southern chef.



Lee's latest book on the history of his home-state's famous liquor, recipes & more

In 2018, Lee launched The LEE (Let's Empower Employment) Initiative, which works to bring more diversity and equality to the restaurant industry. As part of the LEE Initiative, he founded the McAtee Community Kitchen, a culinary internship program aimed at empowering and providing a long-term career path for diverse groups of young adults in the restaurant industry.

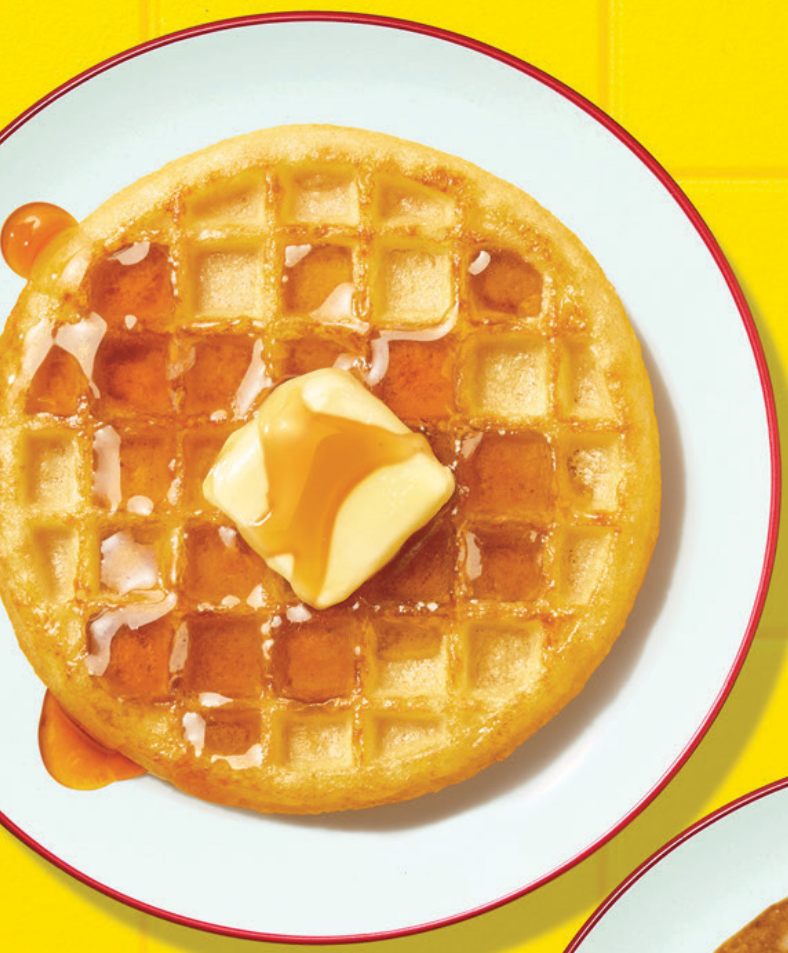
Hear more about Chef Edward Lee's extraordinary culinary career and other food industry insights during the Monday Breakfast!

Monday Breakfast Sponsors:

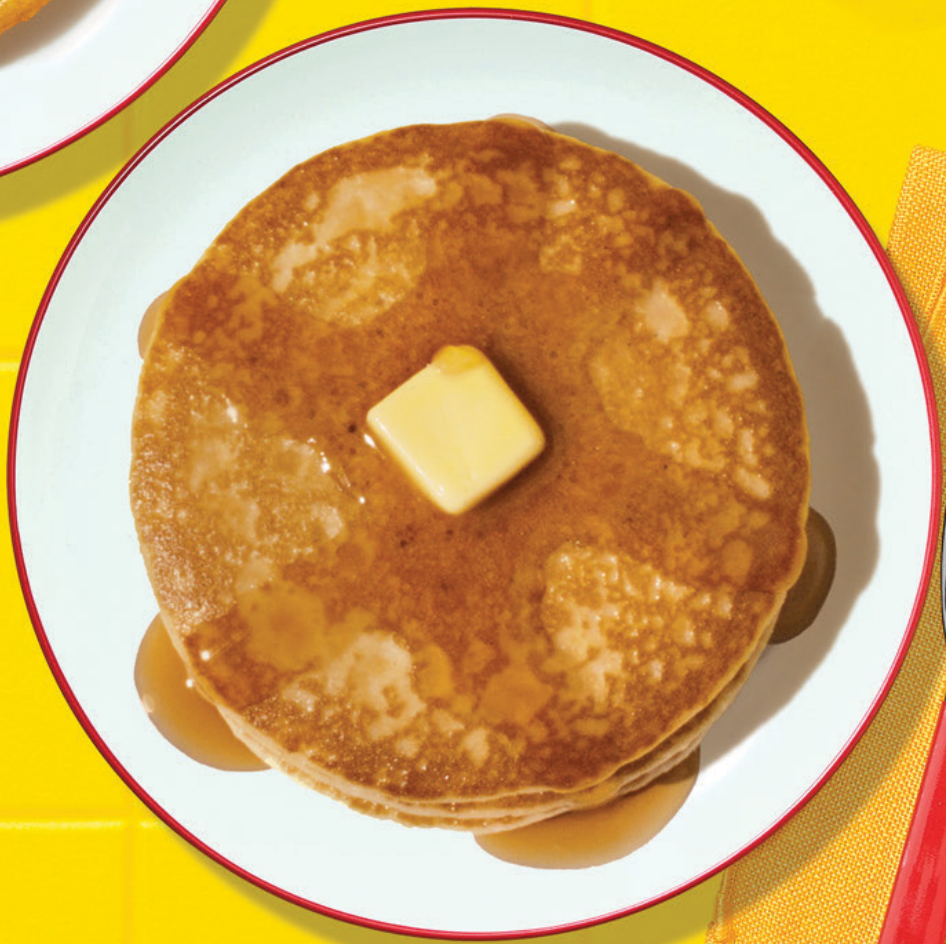
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2-PACK PERSONAL PIZZA



REBEL 12"

PRIME TIME PIZZA



Wild Mike's commitment to **NO ARTIFICIAL ANYTHING** gives you the pride and confidence of choosing the best of the best for your pizza. Wild Mike's makes YOUR pizza with a **butter flake crust** and **zesty sauce**, both freshly made from scratch daily, then we top it off with an incredibly **flavorful four Italian cheese blend**. For you meat lovers, we only use **all natural, nitrite-free uncured meats**. And when it comes to adding those **tasty veggies** they are also **all certified, all natural**.

REBEL AGAINST ARTIFICIAL INGREDIENTS!

Welcome to the club, you Wild Mike's Pizza Rebel.



NEW **PERSONAL PIZZA**
2 MINUTE MEAL

NEW **PRIME TIME**
YOUR GO-TO MEAL

STUFFED CRUST CHEEZY BITES
PERFECT APPETIZER OR SNACK!

HAPPY HOUR
BRING HAPPY HOUR HOME!

SUPER SIZED
FEEDS THE FAMILY OR GROUP!

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- **EVERY EATING OCCASION COVERED**
- **MOST LOADED PIZZAS ON THE SHELF**

FOR MORE INFORMATION

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(651) 338-0611 ▪ MCoil@SAPiazza.com

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NFRA ANNUAL Membership Luncheon

NFRA's official business meeting on Monday, October 7th from 12:00-1:00pm

The Annual Membership Luncheon is NFRA's official business meeting, where newly elected officers and directors will be installed, as well as a special presentation of 2024 Frozen Food Hall of Fame inductees. This year's honorees include H.V. "Skip" Shaw, retired President of NFRA and William H. Kitchens, retired Partner, Arnall Golden Gregory LLP, who will be honored for their outstanding dedication to the frozen foods industry. NFRA Chairman, Neil Ritchey, InnovAsian Cuisine, will also give an update with association news, reviewing the many accomplishments and successes throughout 2024 pertaining to NFRA's annual events, national promotions, consumer PR campaigns, membership, and more.

Read about the 2024 inductees on the next page!

Monday Luncheon Sponsors:

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Tyson Foods™



HAPPY egg co.



What makes an egg happy?



Happy Hens Outside on Pasture

Delicious Orange Yolks

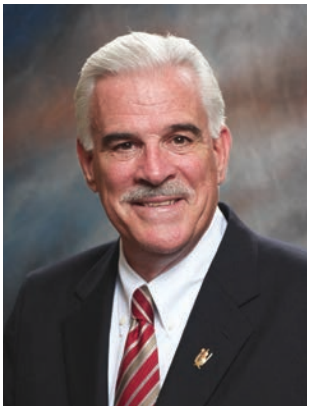
Small Family Farmers

happyegg.com

2024 FROZEN FOOD Hall of Fame Inductees

Join us in honoring this year's inductees during the Monday Luncheon!

*In 1990, the **Frozen Food Hall of Fame** was established by the Distinguished Order of Zerocrats, an organization of industry members whose purpose is to maintain the tradition of promoting the advancement of the frozen food industry. These members nominate and select individuals whose dedication, hard work and innovation have greatly benefited the industry to ensure future growth and achievement.*



H.V. "Skip" Shaw

Retired President & CEO, National Frozen & Refrigerated Foods Association

H.V. "Skip" Shaw retired as the President/CEO of the National Frozen & Refrigerated Foods Association (NFRA). He was instrumental in bringing the refrigerated category into the National Frozen Food Association before it became NFRA. Skip spearheaded the launch of the association's consumer PR campaigns, which continue to enhance the impact of the frozen and refrigerated food categories to consumers today.

Skip joined NFRA in June 1984 as Director of Membership Services. He was named Vice President in 1986, Executive Vice President in 1987, and assumed additional duties as COO in 2001. Skip became President and CEO following the retirement of Nevin Montgomery in 2010, and dedicated 36 years of his career to the association. He is a member of the Honorable Order of Golden Penguins, the Distinguished Order of Zerocrats, and was inducted last year into the Refrigerated Food Hall of Fame.



William H. Kitchens

Retired Partner, Arnall Golden Gregory LLP

William H. Kitchens is a retired Partner at Arnall Golden Gregory LLP and former General Counsel of the National Frozen & Refrigerated Foods Association. For 25 years, he provided legal guidance to NFRA and its leadership, playing a critical role in integrating refrigeratd foods into the association's operations.

Bill previously served as senior counsel in the Food & Drug practice and as a member of the Life Sciences industry team. He served as the firm's managing partner from 1996 to 2008 and as chairman of the Healthcare practice. Bill's practice focused on food and drug law and government investigations. He advised companies in the food, medical device, pharmaceutical, and biotech industries on a wide range of issues, including strategies for obtaining Food and Drug Administration (FDA) approvals of new products, clinical trials, risk management, advertising and labeling, good manufacturing practices, and post-approval safety requirements. He also counseled companies about recalls, market withdrawals, crisis management, responding to FDA inspectional observations and warning letters, the defense of anticipated enforcement actions, and the negotiation of consent decrees. He defended clients in both administrative hearings and enforcement actions in federal and state courts involving the FDA, Federal Trade Commission (FTC), Drug Enforcement Agency (DEA), Environmental Protection Agency (EPA), and the U.S. Department of Agriculture.

Bill published numerous books and articles on food and drug law and regulatory law topics. He was an adjunct professor at Emory University School of Law, where he taught food and drug law for 40 years. Bill received recognition in 2017 with a Lifetime Achievement Award and in 2014 as the Atlanta Biotechnology Law Lawyer of the Year in 2014.



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#1 PREMIUM BURRITO BRAND ACROSS ALL CHANNELS



REDSALLNATURAL.COM

Source: SPINS, 12 Weeks Ending 6/16/24 | © 2024 Red's All Natural, LLC

RED'S CELEBRATES 15 YEARS OF INNOVATION & GROWTH AS THE #1 PREMIUM BURRITO & BREAKFAST SANDWICH BRAND



When Mike Adair, CEO and founder of Red's, turned in his final MBA project – creating a premium burrito company based on his wife's recipe – he had no idea he'd still be at it 15 years later. But in June 2024, his idea, Red's, celebrated its 15th anniversary and is the #1 premium burrito and breakfast sandwich brand in the country. Under his leadership, the company continues to innovate and create products based on its loyal customers' feedback, while remaining steadfast in its commitment to create delicious, premium convenient food that is also better-for-you. It just happens to be found in the freezer aisle.

"Traditionally viewed as uninspiring and often associated with low-quality, processed foods high in sodium, the freezer aisle has undergone a remarkable transformation," says Adair. "We've led the segment in a new direction, and perception has shifted significantly. Now, the freezer aisle is a dynamic and enticing space, offering a wide array of premium options."





Today, consumers recognize the freezer aisle as a source for nutrient-dense, convenient and delicious products. The emergence of premium offerings like Red's has elevated the shopping experience, offering consumers restaurant-quality food at home. New technology allows the company to flash freeze products at the peak of freshness and flavor, and advancements like air fryers and toaster ovens enhance the consumer experience at home.

THE FREEZER AISLE IS A HUB OF CULINARY INNOVATION AND EXCELLENCE, AND WE'RE JUST IN THE EARLY INNINGS.

As more consumers discover the exceptional offerings in the freezer aisle, he continues, Red's anticipates momentum will continue to build, creating exciting opportunities for consumers, retailers and brands.

Red's continues to innovate and introduce new products, all hand-crafted based on what its consumers want: protein-packed premium food with ingredients they can pronounce. Since launching its breakfast offerings with burritos, the company has evolved with a thriving breakfast sandwich portfolio. Red's recently introduced a Chicken Maple Sausage Egg'Wich along with a Chicken Maple Sausage Burrito, both featuring the best-selling flavor. Other new breakfast products include Ciabatta, Croissant and English Muffin artisan sandwiches, the result of the company's multi-year hunt for the best premium clean-label bread. Alongside these new breakfast items, Red's also debuts two new burritos: Steak, Cilantro and Lime Burrito and an Organic Black Bean and Cheese Burrito. And to encourage trial and lower prices for consumers, the company will also introduce a variety of its new and most popular products in two-packs and four-packs.

AS IT INNOVATES, RED'S UPHOLDS ITS COMMITMENT TO EXCELLENCE.

"We're brimming with ideas," says Adair. "However, the crucial aspect is the product itself. Our primary focus has always been refining our products to ensure they're top-notch."

Since the beginning, Red's has used only premium ingredients and ethical sourcing practices, aligning with consumer preferences for better-for-you and sustainable options. It believes delivering a superior experience justifies the investment. So much so that in 2017, the company transitioned to self-manufacturing and opened its own plant to gain full control over product quality and innovation.



RED'S IS COMMITTED TO STAYING TRUE TO ITS ROOTS WHILE SEIZING NEW OPPORTUNITIES FOR GROWTH.

Frozen foods offer vast potential, and Adair and his team are determined to elevate the category with premium offerings. The focus remains on premium snack and breakfast items, where they see tremendous potential for innovation and expansion, and they're doubling down on the commitment to providing high-quality, protein packed options that cater to the diverse needs of households – from single individuals to large families.

"There's nothing more fulfilling than seeing people connect with our products on a personal level. Whether it's a child who loves Red's for breakfast or a family gathering where everyone enjoys our offerings, it reinforces our mission to have a positive impact on people's lives through food," says Adair. "These burritos and breakfast sandwiches feed my family, and now I feel incredibly fortunate to feed so many other families too."

TUESDAY BREAKFAST

A Consumer-Centric View of Frozen & Refrigerated Foods

Join us for breakfast on Tuesday, October 8th from 7:15-8:45am for an industry outlook from Numerator, a consumer insights & data company reinventing the market research industry.

Numerator

In today's rapidly evolving market, a deep understanding of consumers is essential for developing transformative strategies that drive growth. With that in mind, Numerator is laser-focused on modernizing how CPG companies understand consumers and answers business questions fast, with on-demand access to data sourced directly from shoppers via America's largest and most representative consumer panel.

Leveraging a diversified, tech-forward methodology to collect paper and digital receipts from the same household, Numerator is able to provide a truly panoramic view of consumer behavior and preferences across all retail channels.

Tuesday Breakfast Sponsor:

HAPPY egg CO.

Numerator offers a complete view of consumer behavior:

MORE SHOPPERS
150k
Static Panelists

MORE TRIPS
1B+
Receipts captured

MORE COVERAGE
44k+
Tracked retailers

RICH PROFILES
2.5k+
Consumer attributes





As leader of Numerator's CPG business, Brian Kay's mission is to help leading CPG brands and retailers get the insights they need to enable better decision making. In his Tuesday morning session, Brian will offer NFRA Convention attendees a look at the current state of the U.S. consumer and their shifting behavior within Frozen & Refrigerated Foods. Below is a preview of the type of insights he'll share:

GLP-1 IMPACT

Understanding key differentiators of households with GLP-1 users will be important for long term category growth, as **they make more grocery trips and spend more on total grocery** than those that have never used the medication.

13%
More grocery trips among GLP-1 HHs

~6.5%
Higher grocery spend among GLP-1 HHs

These households seek **quick solutions in the refrigerated & frozen space.** Currently, top over-indexing categories among GLP-1 households include:

- **Frozen Handhelds**
- **Refrigerated Meal Combos**
- **Frozen Bakery**

Source: Numerator Insights; GLP-1 User Groups, 4/3/23 – 3/31/24

GLP-1 HOUSEHOLDS ARE UNIQUE

Compared to non-users, GLP-1 households are more likely to:

- **Be Gen X** (index 128)
- **Be Single Adults** (121)
- **Have dietary restrictions** (132)
- **Have food allergies** (143)
- **Dine out 4+ times per week** (123)
- **Eat more meat vs. last year** (136)
- **Snack 4+ times per day** (169)
- **Be committed to organic** (192)
- **Stay updated on health trends** (127)
- **Browse displays when shopping** (112)





Brian Key, Senior Vice President - CPG, Numerator

Brian Kay has been associated with Numerator since its inception in 2011. Currently at the helm of Numerator's CPG business, Brian focuses on the company's continued drive to transform the way the industry understands consumer behavior and uses that knowledge to enable better decision making.

Prior to joining Numerator, Brian held various roles at Tyson Foods, Manugistics (JDA) and Retail Solutions. Brian is a graduate of Michigan State University (BA) and Wake Forest University (MBA). He currently resides in Charlotte, NC.

Numerator

GOLDEN PENGUIN Awards Luncheon

This luncheon on Tuesday, October 8th from 12:00–1:00pm celebrates the 2024 Golden Penguin Award Winners for marketing NFRA's annual promotions

This special luncheon honors the 2024 winners of NFRA's Golden Penguin Awards competition. Earlier this year, companies from around the United States submitted entries to share how they highlighted the March Frozen Food Month, June Dairy Month, and Summer Favorites Ice Cream & Novelties promotions. From in-store displays to community events, social media campaigns, and other marketing and merchandising methods, these winning companies shared creative ways to showcase innovation in the frozen and refrigerated dairy aisles.

Tuesday Luncheon Sponsor:

INNOVASIAN

The awards program features categories that reflect today's marketing practices, with organizations of any size qualifying to enter the competition. Entries were judged on their own merit taking into consideration organization size and/or program budget by a panel of marketing professionals. This panel of judges determines category winners based on creativity, clarity and the effectiveness of each program/promotion entered. Be sure to check out the 2024 winning entry display in the NFRA Convention registration area; and join us at the Tuesday Awards Luncheon to congratulate all of the Golden Penguin Award Winners!

Top Marketer Awards: *Who Will Win?*

You don't want to miss the unveiling of the highest scoring entries in each of the *Overall Marketing Campaign* categories! These winners will be named *Top Marketers* during an exciting presentation at the Tuesday luncheon.

Mark your calendars to submit your entries for next year, beginning March 1, 2025. Award categories include:

- In-Store Display
- In-Store Event
- Community Involvement
- Retail Dietitian Wellness Program
- Social Media Campaign
- Private Brand Campaign
- Overall Marketing Campaign
  with subcategories for: Retailer, Wholesaler, Manufacturer, Sales Agent & Local Association

March FROZEN FOOD Month

June dairy month

Summer Favorites



RETAILSPACE SOLUTIONS®

MARMON RETAIL SOLUTIONS – BERKSHIRE HATHAWAY



ShelfHero freezer

THE NEW HERO FOR YOUR FROZEN AISLES

An innovative solution to organize and merchandise frozen foods

The NEW ShelfHero on-shelf pusher system is designed to withstand harsh freezer conditions while keeping frozen products like bagged veggies, entrees and even pizzas front-faced and organized. ShelfHero simply installs to any existing freezer shelf and is adjustable to accommodate even large and heavy products.

Let Retail Space Solutions® elevate your frozen cases, improve the shopping experience and grow product sales with new ShelfHero.

Never know it's there. Always know when it's not.



NFRA

Consumer Trends in Frozen & Refrigerated Foods



Our 2024 consumer surveys highlight key trends in frozen and refrigerated food preferences. From healthy eating with a stocked fridge to discovering new recipes and enjoying simple indulgences, see how consumers are engaging with these food categories. Explore the top stats from each of our annual promotions: ReDiscover Dairy & Frozen, March Frozen Food Month, June Dairy Month, and Summer Favorites Ice Cream & Novelties, and understand the impact on shopping and eating

NFRA's national promotions:

REDISCOVER DAIRY & FROZEN

March FROZEN FOOD Month

June dairy month

Summer Favorites Ice Cream & Novelties

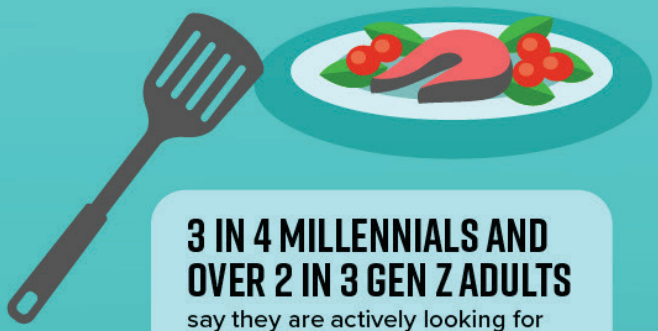




ReDiscover Dairy & Frozen



MORE THAN 3 IN 4 ADULTS
say they find it easier to eat healthy when they have a freshly stocked refrigerator and freezer.



3 IN 4 MILLENNIALS AND OVER 2 IN 3 GEN Z ADULTS
say they are actively looking for new resources for discovering unique recipes.

March Frozen Food Month



99% feel they are able to find more creative choices when opting to purchase various food items from the frozen aisle.



ALMOST TWO-THIRDS OF ADULTS
say frozen foods help them combat rising grocery costs, making them a valuable tool for cost-conscious consumers.



June Dairy Month



79% indicate they are impressed by advancements in dairy alternatives that have a taste comparable to real dairy products.



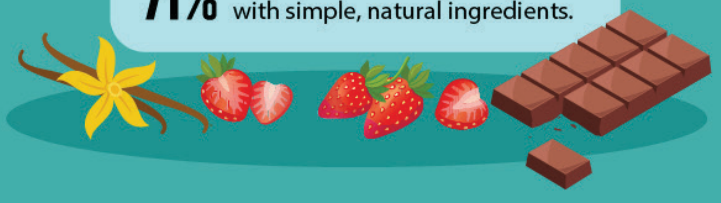
NEARLY 2 IN 3
say they often purchase something in the dairy aisle that wasn't on their shopping list or that they had not previously planned to buy.

Summer Favorites Ice Cream & Novelties

THREE IN FOUR ADULTS
say that ice cream is their ultimate indulgence.



71% of adults prefer ice cream made with simple, natural ingredients.



Atomik Research conducted four online surveys consisting of a sample size of slightly more than two-thousand respondents for each of the following surveys: ReDiscover Dairy & Frozen, fielded December 21-26, 2023; March Frozen Food Month, fielded January 29-31, 2024; June Dairy Month, fielded May 7-9, 2024; and Summer Favorites Ice Cream & Novelties, fielded July 1-3, 2024. Each survey had a margin of error of +/- 2 percentage points with a confidence level of 95%.

RETAILERS/WHOLESALERS
Registered as of July 31, 2024

Albertsons Denver
Albertsons Intermountain
Albertsons Media Collective
Albertsons Mid Atlantic
Albertsons National
Albertsons Northern California
Albertsons Portland
Albertsons Seattle
Albertsons Southern
Albertsons Southern California
Albertsons Southwest
ALDI Inc.
Alliance Retail Group
AmazonFresh
Associated Food Stores, Inc.
Associated Wholesale Grocers (AWG)
Babbs Supermarket
Big Y Foods, Inc.
Bozzuto's, Inc.
Brookshire Grocery Co.
C & S Wholesale Grocers, Inc.
Certco, Inc.
Coborn's, Inc.
Cub Foods
Food Lion
The Giant Company
Giant Eagle Inc.
Giant Food
Grocery Outlet, Inc.
Hannaford Supermarkets
Harris Teeter, LLC
Houchens Food Group
Hy-Vee, Inc.
Jewel-Osco
K-VA-T Food Stores, Inc.
KeHE Distributors
KoolTemp Foods, Inc.
Lowes Foods LLC
Meijer, Inc.
Merchants Distributors, LLC (MDI)
Natural Choice Foods
Northeast Grocery Shared Services
Paris Brothers Specialty Foods
Quirch Foods
Raley's Family of Fine Stores
Rouse Enterprises, LLC
Schnucks Markets, Inc.
Shaws Supermarkets
Southeastern Grocers
SpartanNash
Stop & Shop
Target Corporation
Topco Associates LLC
Topp Company
UNFI
The United Family
Wakefern Food Corporation
Walmart Connect
Weis Markets, Inc.
Woodland Partners, Inc.





You can count on

ON·COR®

Life's full of surprises. With On-Cor's easy-to-prepare meal solutions, dinner isn't one of them.

On-Cor offers simple, satisfying entrées for busy households like yours and with so many varieties, finding favorites is just as easy. That's why when it comes to dinner, you can count on On-Cor.







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TABLETOP Exhibits

NFRA member tabletop exhibits can be found in the NFRA Convention Registration area. Explore services this year's participants offer and how they could benefit your company!

American Egg Board (AEB)

The American Egg Board (AEB) was created by an Act of Congress in 1976 at the request of America's egg farmers, who desired to pool resources for national category-level egg marketing. Home to The Incredible Egg and Egg Nutrition Center, AEB is dedicated to increasing demand for all U.S. eggs and egg products. For more than 40 years, America's egg farmers have supported this mission by funding the AEB. The AEB is 100 percent farmer-funded, and those funds directly support the research, education and promotion necessary to market eggs. We are honored to serve America's egg farmers.

Corcoran Trucking & Logistics

Since 1965, Corcoran Trucking, Inc., has been providing exemplary over-the-road trucking services with 24/7 support to the lower 48 states, as well as Canada and Alaska. Family-owned and operated, Corcoran also serves the Bakken Oilfields in Sidney, Montana and Williston, North Dakota. Driving opportunities include Water Hauling, Side Dump and Hydrovac Operation, with routes covering thousands of miles throughout the United States and Canada.

The Erb Group

With over 65 years of business in North America, The Erb Group is a Canadian-owned and operated refrigerated transportation provider who is leading the way in the cold chain logistics industry by redefining excellence with a seamless one-stop-shop shipping experience and a refreshingly "cool" approach to collaboration. Over 1,500 employees and more than 1,600 tractors and trailers support nearly 2,800 customers in Canada and the United States.

Expana

Expana is the world's leading agrifood-focused Price Reporting Agency and global information provider, providing businesses with full visibility of international markets so they can manage volatility and improve margins. Expana offers depth and breadth across all food commodities with an expansive and comprehensive solution that boasts a global database of pricing information, going back decades with proprietary prices that underpin many of the food industry's contracts. Expana provides advanced and reliable price forecasts, in-depth analysis, market insights, weather analytics, and proprietary crop fundamentals, delivering a diverse portfolio of industrial pricing information, packaging, energy, and transport data.



Greystone Manufacturing

Greystone Manufacturing designs, manufactures, and sells high quality plastic pallets that provide logistical solutions needed by a wide range of industries, such as the food and beverage, automotive, chemical, and pharmaceutical and consumer product industries. The technology in its injection molding equipment, proprietary blend of recycled petrochemical resins, and patented pallet designs allow production of high quality pallets more quickly and at a lower cost than competitors. Greystone is the leading pallet manufacturer in the beer and beverage industry with over 5 million of their patented recycled plastic pallets delivered to major customers.

NIQ

NielsenIQ is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

Retail Space Solutions

For more than 25 years, Retail Space Solutions has designed, developed and produced a dependable line of retail merchandising solutions for the produce, center store & candy, dairy, meat, and frozen food categories, delivering a substantial sales lift and labor savings. Retail Space Solutions' SpaceGrid, SimpliStock, and Magna-Bar products offer an enhanced shopper experience, among other services.

Schneider

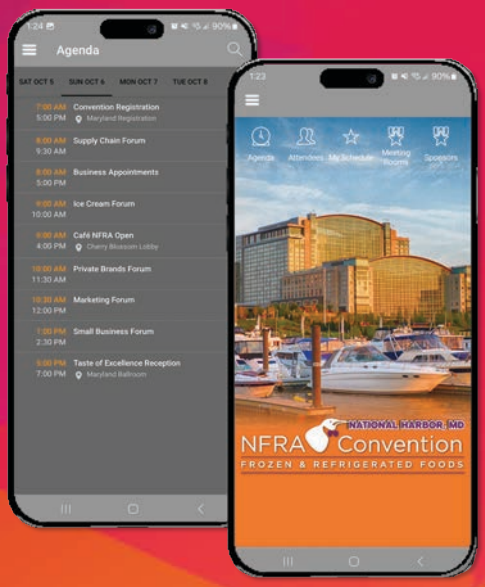
Schneider has been a premier provider of transportation and logistics services throughout all of North America for more than 85 years. The company offers one of the broadest portfolios in the industry, including van truckload, intermodal and logistics, to include dedicated specialty equipment and refrigerated solutions.

Sonoco Products Company

A global supplier of innovative packaging solutions, bringing more to packaging than just the package. Founded in 1899, Sonoco is a global provider of a variety of consumer packaging, industrial products, protective packaging, and displays and packaging supply chain services. With annualized net sales of approximately $4.8 billion, Sonoco has 20,000 employees working in more than 300 operations in 33 countries, serving some of the world's best known brands in some 85 nations.

Triple T Transport

Triple T Transport is an award-winning logistics company and freight broker, providing third-party logistics (3PL) services nationwide and helping clients ship goods throughout the US and Canada with experienced, cost-effective FTL and LTL freight shipping solutions.



Download Our Mobile App

Available in the Apple and Google Play stores, the **2024 NFRA Convention app** grants users access to the most current list of attendee contact information, product showcasing participants, sponsors, agenda details, meeting room maps, and more! Just search **NFRA Convention** in your app store and login with your email. **Only registered attendees are given access to the mobile app.*

Password: Maryland24

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CONVENTION
Highlights & Tips for Success

Register & schedule meetings early

Visit NFRAConvention.org to register as soon as possible so that you are added to the official Attendee List and mobile app's *Attendees* section. Once you're on the list, people can contact you to schedule meetings; and you will have access to all attendees' contact information so you can reach out to inquire about meeting. Retailers' schedules fill up quickly, so be sure to promptly begin scheduling your meetings!



Become a sponsor or advertiser

There are many ways to gain valuable brand exposure prior to and during the NFRA Convention. Sponsorships include a variety of benefits like complimentary registration and brand recognition throughout event materials. Print and digital advertising provides valuable exposure for your company - ad space is still available in the Program & Directory, the exclusive on-site event guide inclusive of all attendee contact information. Reserve your ad or sponsorship today by visiting NFRAConvention.org.

Visit the Retailer Refreshment Stations

Throughout the event, stop by the complimentary beverage stations near the Retailer Meeting Rooms on floors 2 (Ballroom Level) and 3 of the hotel.

Retailer Refreshment Stations Sponsored by:

Chobani ♥ La COLOMBE COFFEE ROASTERS

Rosina Real Italian Style

Attend all event functions

All meals and receptions are included with your registration fee, so it is beneficial to prioritize attending the scheduled functions in addition to your scheduled meetings. You can maximize networking opportunities by participating in meals and evening receptions, which are perfect for meeting other attendees and making informal connections. Located in the Cherry Blossom Lobby, Café NFRA is an ideal place to relax between meetings and get to know fellow attendees by striking up a conversation.

New Member Reception Sponsored by:

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- Rail
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- Foodservice

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Reimagining the World's Food Supply Chain

Schedule a meeting with our team at NFRA today.

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FAQs & IMPORTANT Things to Know

Full NFRA hotel & registration policies can be found at NFRAConvention.org

Registration FAQs

How much is registration? NFRA member companies can send representatives at a cost of $750 per person. NFRA Retailer/Wholesaler/Distributor members receive complimentary registration. If your company is not yet a member of NFRA, registration is $3,000 per person.

Where and when can I register? You may register online at NFRAConvention.org. To register on-site, visit the NFRA Registration Desk, located near the Maryland Ballroom on the Convention side of the Hotel. From the hotel lobby, take the escalators up to the second floor (Ballroom Level) and cross to the Convention side of the hotel.

What is included in my registration? Your registration provides entry to Café NFRA, Taste of Excellence, Monday and Tuesday Breakfast Speaker Sessions, General Session, Monday Membership Luncheon and Networking Reception, Tuesday Awards Luncheon, plus all business meetings.

How do I get my badge and do I always have to have it with me? You will receive your event badge and all other event information when you check in at the NFRA Registration desk. The badge must be worn for admittance to all Convention events, including meals and business appointments. Please visit the NFRA Registration Desk for on-site registrations and name badge changes or updates.

What do I do if I lose my badge or need a replacement? Please visit the NFRA Registration Desk and we will provide you with a new badge.

Why do I see different colored lanyards? Retailers/Wholesalers wear a red lanyard. All other attendees wear a gold lanyard.



Business Meeting FAQs

How do the Customer Business Meetings work? Business appointments are scheduled prior to arrival using the provided Attendee List or mobile app. NFRA provides Retailer members with complimentary meeting rooms in which to hold appointments throughout the Convention. These meetings can take any direction the participants choose - from the review of an established account to the introduction of a new product or service.

Where do the business meetings take place? Meeting rooms are located on the Ballroom Level and above. Some meeting rooms are in hotel conference rooms, and some are in converted sleeping rooms. Retailer Meeting Room names and locations are posted at the NFRA Registration Desk and meeting room floors. They are also available on the mobile app alongside interactive floor maps.

How long are meetings? NFRA recommends 25 minutes, with 5 minutes to move between meetings, but this is up to the Retailers' discretion.



How can I keep track of everything? Download the official event mobile app by searching **NFRA Convention** in your app store. There, you can view the agenda, attendee contact information, speaker details, maps of the retailer rooms and event spaces; plus you can use the calendar to stay organized throughout the event.

Where can I print something for my meeting? NFRA strongly recommends *going green*! Retailers request that meeting materials be presented and shared digitally, if possible. If necessary, the FedEx office is located on the hotel's Ballroom Level and has computer and printer access for printing documents.

Interactive maps allow you to explore meeting room locations



Miscellaneous FAQs

How do I make my hotel reservation? Once you register, you will receive a link in your confirmation email to book your room within the NFRA room block.

What is the recommended attire for Convention? Business casual attire is appropriate.

Is there free wi-fi throughout the hotel? All guests staying within the NFRA room block receive complimentary wi-fi in their sleeping room. There is also complimentary wi-fi for attendees in Café NFRA, located in the Cherry Blossom Lobby. The hotel offers complimentary wi-fi in the lobby and public areas.

How do I ship products and other items to the Gaylord? Please refer to NFRAConvention.org/shipping for detailed instructions and labels for shipping to the hotel.

FedEx Office Hours: Open daily 7am–7pm

Where can I pick up packages at the hotel? To pick up non-food items, visit the FedEx Office located on the Ballroom Level of the hotel. For frozen/refrigerated items, a dedicated help desk will be located near the NFRA Registration Desk for details on picking up items.

I want my company to be more involved next year. How do I make sure I'm involved? Registration opens **March 1**. This is also the opening date for all sponsorships, Taste of Excellence, and Café NFRA. It's important to sign up early as these opportunities typically sell out quickly.

Can my spouse attend the Convention? Yes, and their registration is complimentary. Be sure to include their name when registering; and remember that "spouse/family" is defined as: One accompanying a registered attendee, but not present for the purpose of conducting business within the frozen and/or refrigerated food industry. Spouse/family badges include participation in meal functions and NFRA receptions that are open to all attendees. Spouse/family wishing to participate in business meetings must purchase an individual registration.

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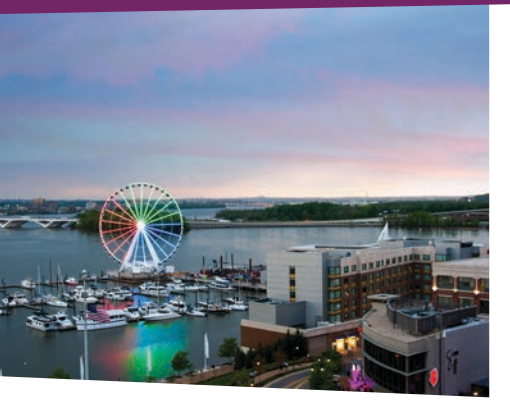
ACCOMODATIONS
Gaylord National Harbor



Hotel Details

The Gaylord National Resort in National Harbor, Maryland is located minutes from Washington, DC on the banks of the Potomac River. The 19-story indoor garden atrium features one-and-a-half acres of indoor gardens with tranquil paths and areas to relax. A fitness center, daily yoga, and indoor heated pool offer recreational options, plus the four-star Relâche Spa offers various spa services including saunas, massages, and more.

201 Waterfront Street
National Harbor, MD 20745
(301) 965-4000
*Note: the Gaylord is a cashless property.



Dining

Old Hickory: Open for breakfast, lunch, brunch, and dinner, you'll find the highest quality beef, Maryland seafood, and fine wines.
Harbor Social: An interactive sports bar with TVs and games like duckpin bowling, bocce ball, darts, and more.
Potomac District Café & Market: The hotel's brasserie-inspired eatery with grab-and-go options and Starbucks coffee.
Replay Pop Up at POSE Rooftop Lounge: A vibrant 80s-themed pop-up bar featuring river views, retro arcade games, and 1980s cocktails & music.
Belvedere Lobby Bar: Offers light bites to eat and cocktails in the picturesque Atrium.

Nearby Attractions

The Gaylord National Resort is located near many popular attractions including the National Zoo, Smithsonian Museums, the White House, Washington Monument, Arlington National Cemetary, Old Town Alexandria, and the MGM National Harbor.

DON'T MISS THE *Networking Reception* MON. OCT. 7TH AT 5:30PM



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RECEPTION BARS SPONSORED BY:

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We welcome the chance to show you how good your food can be.



Custom frozen entrees, sides & sauces

We value our customer's uniqueness and all aspects of a product that make them stand out. Our experienced product development team is available to turn your ideas into factory friendly solutions. We encourage prospective customers to come to our kitchen to work alongside us and see first-hand how we get the job done, and done deliciously!

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