



2024 TOP MARKETERS



LOCAL ASSOCIATION

Frozen & Refrigerated Food Council of Northern California

MANUFACTURER

TruFru

RETAILER

Rouses Markets

SALES AGENT

JOH

WHOLESALE

UNFI



LOCAL ASSOCIATION

Frozen & Refrigerated Food Council of Northern California

MANUFACTURER

Land O'Lakes

RETAILER

Houchens Food Group

RETAILER

Rouses Markets

SALES AGENT

Schraad Sales & Marketing

WHOLESALE

C & S Wholesale Grocers



Ice Cream & Novelties

MANUFACTURER

Dippin' Dots

RETAILER

Brookshire Grocery Company





2024 GOLD WINNERS

COMMUNITY INVOLVEMENT

Chris' Food Center
Houchens Food Group
North Florida Frozen Refrigerated Food Association

IN-STORE DISPLAY

Chris' Food Center
Kemps LLC
Shoprite Flemington
Douglas Sales
Houchens Food Group - IGA Store #10
Schraad Sales & Marketing
Houchens Food Group - IGA Store #49
Schraad Sales & Marketing
Houchens Food Group - IGA Store #450
Schraad Sales & Marketing

IN-STORE EVENT

Shoprite Flemington
Shoprite Morristown
Wakefern

PRIVATE BRAND CAMPAIGN

Associated Wholesale Grocers
Weis Markets

SOCIAL MEDIA CAMPAIGN

Albertsons
MDI
Skogen's Festival Foods

OVERALL MARKETING CAMPAIGN Local Association

Frozen & Refrigerated Food Council of
Northern California

OVERALL MARKETING CAMPAIGN Manufacturer

Mrs. T's Pierogies
Sun Butter
Tru Fru

OVERALL MARKETING CAMPAIGN Retailer

Alpha 1 Marketing/CTown/Bravo
Brookshire Grocery Company
Food City
Rouses Markets
The Save Mart Companies

OVERALL MARKETING CAMPAIGN Sales Agent

JOH

OVERALL MARKETING CAMPAIGN Wholesaler

C&S Wholesale
UNFI Central Region

RETAIL DIETITIAN WELLNESS PROGRAM

Rouses Markets



2024 SILVER WINNERS

COMMUNITY INVOLVEMENT

JOH

IN-STORE DISPLAY

Houchens Food Group - IGA Store #38
Schraad Sales & Marketing

Houchens Food Group - IGA Store #461
Schraad Sales & Marketing

Houchens Food Group - Price Less IGA
Store #434
Schraad Sales & Marketing

Houchens Food Group - Price Less IGA
Store #490
Schraad Sales & Marketing

Houchens Food Group - Price Less IGA
Store #590
Schraad Sales & Marketing

IN-STORE EVENT

Kings Boonton

OVERALL MARKETING CAMPAIGN Manufacturer

InnovAsian

Rosina Food Products

OVERALL MARKETING CAMPAIGN Retailer

Albertsons

Albertsons Intermountain Division
HS&R Sales and Marketing

Babbs Supermarket

Chris' Food Center

OVERALL MARKETING CAMPAIGN Sales Agent

Douglas Sales

RDD Associates

Schraad Sales and Marketing

OVERALL MARKETING CAMPAIGN Wholesaler

Associated Foods Inc.

SOCIAL MEDIA CAMPAIGN

Alpha 1 Marketing/CTown/Bravo

Douglas Sales

Frozen & Refrigerated Food Council of
Northern California

Houchens Food Group

InnovAsian

JOH





2024 GOLD WINNERS

COMMUNITY INVOLVEMENT

Chris' Food Center
Weis Markets

IN-STORE DISPLAY

ACME Store #2762
Albertsons Mid Atlantic Division
ACME Store #2836 • Land O'Lakes
Chris' Food Center • Crystal Farms
Houchens Food Group IGA Store #39
Schraad Sales & Marketing
Houchens Food Group Price Less
IGA Store #468
Schraad Sales & Marketing
Houchens Food Group IGA Store #450
Schraad Sales & Marketing
Land O'Lakes
SAFEWAY Store #1089
Albertsons Mid Atlantic Division
Weis Markets Store #156

IN-STORE EVENT

Chris' Food Center • Crystal Farms
Weis Markets Store #156

SOCIAL MEDIA CAMPAIGN

Krasdale/Alpha 1 Marketing/KoolTemp Foods
Land O'Lakes
Weis Markets

PRIVATE BRAND CAMPAIGN

Weis Markets

OVERALL MARKETING CAMPAIGN Local Association

Frozen & Refrigerated Food Council of
Northern California

OVERALL MARKETING CAMPAIGN Manufacturer

Daisy Brand
Land O'Lakes

OVERALL MARKETING CAMPAIGN Retailer

Babbs Supermarket
Brookshire Grocery Company
Chris' Food Center
Houchens Food Group
Rouses Markets

OVERALL MARKETING CAMPAIGN Sales Agent

Schraad Sales and Marketing

OVERALL MARKETING CAMPAIGN Wholesaler

C&S Wholesale Inc

RETAIL DIETITIAN WELLNESS PROGRAM

Weis Markets





2024 SILVER WINNERS

COMMUNITY INVOLVEMENT

Albertsons Mid Atlantic Division

North Florida Frozen Refrigerated Foods Association

IN-STORE DISPLAY

ACME Store #730
Albertsons Mid Atlantic Division

ACME Store #780
Albertsons Mid Atlantic Division

ACME Store #3816
Albertsons Mid Atlantic Division

Albertsons #177

Houchens Food Group IGA Store #2

Houchens Food Group IGA Store #451

Houchens Food Group Price Less IGA Store #445

Safeway Store #1702
Albertsons Mid Atlantic Division

Safeway Store #1847
Albertsons Mid Atlantic Division

IN-STORE EVENT

Houchens Food Group IGA Store #1

PRIVATE BRAND CAMPAIGN

Albertsons Mid Atlantic Division

OVERALL MARKETING CAMPAIGN Manufacturer

HP Hood

OVERALL MARKETING CAMPAIGN Retailer

Albertsons Mid Atlantic

Hy-Vee

Krasdale/KoolTemp Foods

KVAT Foods Inc.

The Save Mart Companies

Weis Markets

OVERALL MARKETING CAMPAIGN Wholesaler

UNFI

RETAIL DIETITIAN WELLNESS PROGRAM

Rouses Markets

SOCIAL MEDIA CAMPAIGN

Albertsons Mid Atlantic Division

Houchens Food Group



Ice Cream & Novelties



2024

GOLD WINNERS

COMMUNITY INVOLVEMENT

Chris' Food Center

IN-STORE DISPLAY

Albertsons Intermountain #3194

Hired Man's Grocery and Grill #1737468
Wells Enterprises

Houchens Food Group Price Less
IGA Store #467
Schraad Sales & Marketing

Houchens Food Group Price Less
IGA Store #474
Schraad Sales & Marketing

Houchens Food Group Price Less
IGA Store #487
Schraad Sales & Marketing

IN-STORE EVENT

Babbs Supermarkets

Rouses Markets
Wells Enterprises

OVERALL MARKETING CAMPAIGN Manufacturer

Bubbies Ice Cream

Dippin' Dots

OVERALL MARKETING CAMPAIGN Retailer

Brookshires Grocery Company

Chris' Food Center

Houchens Food Group

SOCIAL MEDIA CAMPAIGN

Bubbies Ice Cream

Houchens Food Group



Ice Cream & Novelties



2024

SILVER WINNERS

IN-STORE DISPLAY

Bashas 82

Chris' Food Center
Kemps

Houchens Food Group IGA Store #2
Schraad Sales & Marketing

Houchens Food Group IGA Store #39
Schraad Sales & Marketing

Houchens Food Group IGA Store #56
Schraad Sales & Marketing

Houchens Food Group Price Less IGA
Store #30
Schraad Sales & Marketing

Houchens Food Group Price Less IGA
Store #490
Schraad Sales & Marketing

Hy-Vee #1382
Wells Enterprises, Inc.

Hy-Vee #1475
Wells Enterprises, Inc.

Sureway Supermarket
Wells Enterprises, Inc.

IN-STORE EVENT

Chris' Food Center
Kemps

Hired Man's Grocery & Grill #1737468
Wells Enterprises, Inc.

Hy-Vee #1631
Wells Enterprises, Inc.

Village Supermarket Group
RDD Associates

PRIVATE BRAND CAMPAIGN

Houchens Food Group

OVERALL MARKETING CAMPAIGN Retailer

Babbs Supermarket

Lewis Food Town

Rouses Markets

OVERALL MARKETING CAMPAIGN Sales Agent

RDD Associates