

The National Frozen & Refrigerated Foods Association (NFRA) works on your behalf to increase the sales, consumption, and awareness of frozen and refrigerated foods, while bringing the industry together.

# Unlocking the Benefits of NFRA

FOR RETAILERS/WHOLESALERS

## WHO ARE THE MEMBERS OF NFRA?

NFRA is the only association to connect the entire frozen and refrigerated foods industry.

Members include:

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

[See the full list of NFRA members here.](#)

**“NFRA is easily the most justifiable ROI that we have annually.”**  
– NFRA Retailer Board Member

## GROW YOUR NETWORK & EXPLORE NEW BUSINESS PARTNERSHIPS

### Member Directory

All NFRA members receive access to the Member Directory where you can find contact information for all member companies and individuals.

### In-Person Events

NFRA hosts two in-person events per year – each providing unique opportunities to network and grow your business.

**Retailer members receive complimentary registrations to both events plus meeting rooms at Convention**

#### **Annual NFRA Convention** • Orlando, FL • Oct. 18-21, 2025

- Brings together decision-makers from leading companies in the frozen and refrigerated foods industry under one roof, with attendance expected to exceed 1,700 in 2025.
- Focuses on pre-scheduled, one-on-one business meetings, allowing for tailored discussions ranging from account reviews to new product introductions.

#### **NFRA Executive Conference** • Tempe, AZ • April 12-15, 2026

- Join peers in an intimate, relaxed setting to hear from industry leaders who share engaging content on trends, challenges, and opportunities facing the frozen and refrigerated foods categories.
- Offers one-of-a-kind networking opportunities that focus on professional development and creating deeper business relationships.

# NFRA DRIVES SHOPPERS TO YOUR AISLES WITH FOUR ANNUAL PROMOTIONS

- **ReDiscover Dairy & Frozen**
- **March Frozen Food Month**
- **June Dairy Month**
- **Summer Favorites Ice Cream & Novelties**

For more than 40 years, NFRA has united all segments of the industry to promote frozen and refrigerated categories to consumers. Using comprehensive approaches in-store, online, and through traditional, digital, and social media platforms, these efforts have been a driving force in enhancing awareness and engagements.

- March and June programs prioritize mobile-centric strategies with Add-to-List and Add-to-Cart functionalities.
- Supermarket gift card giveaways and contests drive consumer interest and engagement across all four promotions.
- The Easy Home Meals website supports the promotions, as well as POS materials available for purchase and digital assets available to members at no charge.
- Nationwide collaboration among retailers, manufacturers, sales agents, and local associations join forces to develop profitable in-store displays and promotions, execute effective digital and social media campaigns, and actively contribute to their communities throughout the promotions.
- Marketing Campaigns and merchandising events held in direct support of March Frozen Food Month, June Dairy Month, or Summer Favorites promotions can be entered into the prestigious Golden Penguin Awards competition.

## NFRA PROMOTES THE INDUSTRY FOR YOU

Through NFRA's consumer-facing brand, Easy Home Meals, hundreds of millions of consumers are reached through year-round through messaging tailored to both frozen and refrigerated foods, complemented by an array of meal solutions, recipe collections, and lifestyle content.

These strategic industry efforts not only amplify consumer engagement during NFRA's annual promotion periods but also sustain ongoing dialogue about these categories.

**In 2024, NFRA's Frozen and Refrigerated PR campaigns garnered over 2.7 billion consumer impressions.**

### Sponsors of our PR campaigns receive additional brand exposure, including:

- Featured spots in the quarterly New Products Newsletter
- Engaging social media promotions
- Exclusive sponsor opportunities at the annual NFRA Convention
- Targeted media outreach
- Recipe features on Easy Home Meals' website and channels
- Product showcases in the Easy Home Meals consumer newsletter
- Comprehensive brand exposure report at year-end



**Real Food.** *frozen.*

**Dairy...** *and Beyond*