GOLDEN PENGUIN AWARD

2026 TOP MARKETERS

March FROZEN FOOD Month

LOCAL ASSOCIATION
Frozen & Refrigerated Food Council of Northern California

MANUFACTURER
InnovAsian Cuisne

RETAILER
CTown and Bravo Supermarkets

SALES AGENT
JOH

WHOLESALER
Associated Grocers, Inc.

June dairy month

LOCAL ASSOCIATION
Frozen & Refrigerated Food Council of Northern California

MANUFACTURER
Land O'Lakes

RETAILER
Houchens Food Group

SALES AGENT
Schraad Sales & Marketing

WHOLESALER
Associated Gocers, Inc.

Summer Favorites
Ice Cream & Novelties

RETAILER
CTown and Bravo Supermarkets

WHOLESALER
MDI

March FROZEN FOOD Month

NFRA GOLDEN PENGUIN AWARD

2026 GOLD WINNERS

COMMUNITY INVOLVEMENT

JOH
Rosina Food Products
Rouses Market

IN-STORE DISPLAY

Chris' Food Center
Assisted by Kemps LLC
Harps Food Store, Inc.
Houchens Food Group - Store #463
Assisted by Schraad Sales & Marketing
Houchens Food Group - Store #487
Assisted by Schraad Sales & Marketing
Rouses Markets

IN-STORE EVENT

Chris' Food Center
Assisted by Kemps LLC
Weis Markets

OVERALL MARKETING CAMPAIGN
Local Association

FRFC of Northern California

OVERALL MARKETING CAMPAIGN
Manufacturer

InnovAsian
Mrs. T's Pierogies
PuraVida

OVERALL MARKETING CAMPAIGN
Retailer

Brookshire Grocery Company
CTown and Bravo Supermarkets
Northeast Grocery, Inc.
Rouses Markets

OVERALL MARKETING CAMPAIGN
Sales Agent

JOH
Schraad Sales and Marketing

OVERALL MARKETING CAMPAIGN
Wholesaler

Associated Grocers, Inc.
MDI
UNFI Central Region

PRIVATE BRAND CAMPAIGN

Save A Lot
Weis Markets

RD WELLNESS PROGRAM

Mackenthun's Fine Food

SOCIAL MEDIA CAMPAIGN

Harp's Food Store, Inc.
Weis Markets

March FROZEN FOOD Month

NFRA GOLDEN PENGUIN AWARD

2026 SILVER WINNERS

COMMUNITY INVOLVEMENT

Chris' Food Center

North Florida Frozen Refrigerated Foods Association

IN-STORE DISPLAY

Houchens Food Group - Store #39
Schraad Sales & Marketing

Houchens Food Group - Store #440
Schraad Sales & Marketing

Houchens Food Group - Store #465
Schraad Sales & Marketing

Mackenthun's Fine Foods

Weis Markets

OVERALL MARKETING CAMPAIGN
Manufacturer

The Campbell's Company

OVERALL MARKETING CAMPAIGN
Retailer

Chris' Food Center

Harps Food Store, Inc

Houchens Food Group

Mackenthun's Fine Foods

Weis Markets

OVERALL MARKETING CAMPAIGN
Sales Agent

Douglas Sales Associates, Inc.

OVERALL MARKETING CAMPAIGN
Wholesaler

AWG

RD WELLNESS PROGRAM

Rouses Markets

Weis Markets

SOCIAL MEDIA CAMPAIGN

CTown and Bravo Supermarkets

Houchens Food Group

JOH

Kayco / Dorot Gardens

Rouses Markets

NFRA

June dairy month

GOLDEN PENGUIN AWARD

2026 GOLD WINNERS

COMMUNITY INVOLVEMENT

Chris' Food Center

Weis Markets

IN-STORE DISPLAY

ACME Markets

Chris' Food Center
Assisted by Crystal Farms

Land O'Lakes

Rouses Markets

IN-STORE EVENT

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

CTown and Bravo Supermarkets

Houchens Food Group

Weis Markets

OVERALL MARKETING CAMPAIGN Sales Agent

Schraad Sales and Marketing

OVERALL MARKETING CAMPAIGN Wholesaler

Associated Grocers, Inc.

PRIVATE BRAND CAMPAIGN

Brookshire Grocery Company

Weis Markets

RD WELLNESS PROGRAM

Mackenthun's Fine Food

Weis Markets

SOCIAL MEDIA CAMPAIGN

CTown and Bravo Supermarkets

Land O'Lakes

June dairy month

NFRA GOLDEN PENGUIN AWARD

2026 SILVER WINNERS

COMMUNITY INVOLVEMENT

North Florida Frozen Refrigerated Food Association

Rouses Markets

IN-STORE DISPLAY

Brookshire Grocery Company

Houchens Food Group

Weis Markets

IN-STORE EVENT

Chris' Food Center
Assisted by Crystal Farms

Rouses Markets

OVERALL MARKETING CAMPAIGN Local Association

Midwest Dairy Association

OVERALL MARKETING CAMPAIGN Manufacturer

HP Hood

OVERALL MARKETING CAMPAIGN Retailer

Chris' Food Center

Rouses Markets

OVERALL MARKETING CAMPAIGN Wholesaler

MDI

PRIVATE BRAND CAMPAIGN

Rouses Markets

RD WELLNESS PROGRAM

Cabot Creamery

Rouses Markets

SOCIAL MEDIA CAMPAIGN

Rouses Markets

NFRA

2026 GOLD WINNERS

NFRA GOLDEN PENGUIN AWARD

Summer Favorites Ice Cream & Novelties

2026 SILVER WINNERS

COMMUNITY INVOLVEMENT

Chris' Food Center

IN-STORE DISPLAY

Chris' Food Center
Assisted by Kemps LLC

Rouses Markets

IN-STORE EVENT

Rouses Markets

OVERALL MARKETING CAMPAIGN Retailer

Chris' Food Center

CTown and Bravo Supermarkets

Rouses Markets

OVERALL MARKETING CAMPAIGN Wholesaler

MDI

RD WELLNESS PROGRAM

Rouses Markets

SOCIAL MEDIA CAMPAIGN

Bubbies Ice Cream

CTown and Bravo Supermarkets

COMMUNITY INVOLVEMENT

Rouses Markets

IN-STORE DISPLAY

Houchens Food Group

SOCIAL MEDIA CAMPAIGN

Houchens Food Group

Rouses Markets