



NFRA Convention
FROZEN & REFRIGERATED FOODS

PREVIEW

OCTOBER 17-20, 2026

GAYLORD NATIONAL ♦ NATIONAL HARBOR, MD

Learn.

Industry forums tackling today's
most important topics

Connect.

2,000+ industry professionals and
350+ participating companies

Grow.

New ideas, business opportunities,
and industry insights

#NFRA26

See
what's
waiting!



**LOVE YOUR BROKER AGAIN.
NATIONAL SCALE. LOCAL ROOTS.**

The simplicity of one client lead, one contract, and one scorecard.
The confidence of local experts who know your market because
they're part of it. That's a broker worth LOVING.

**Contact Jill Blanchard, President of National Services
Inquiries@osmgamerica.com**



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REGISTER AT NFRACONVENTION.ORG

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October and sponsored by NFRA.

National Frozen & Refrigerated Foods Association (NFRA)
2805 Old Post Rd, Suite 310 ♦ Harrisburg, PA 17110
(717) 657-8601 ♦ NFRAweb.org ♦ NFRA@NFRAweb.org



8



10



12



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16



18



24



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26



38

Welcome to the 2026 NFRA Convention



Each year, the NFRA Convention reminds me why this industry is so special. There is incredible value in the relationships we build, the ideas we share, and the opportunities that emerge when we come together in person.

Whether you are a long-time attendee or joining us for the first time, the NFRA Convention is a chance to reconnect with colleagues, build new relationships, and gain fresh perspectives that can help move your business forward.

This year is especially exciting as NFRA continues to build out a new strategic plan designed to create even greater value for our members.

No matter the size of your organization, or where you fit within the frozen and refrigerated foods industry, our focus is on creating meaningful opportunities for connection, growth, and engagement.

On behalf of the Convention Committee, thank you for your support of NFRA and your commitment to our industry. We look forward to welcoming you to National Harbor this October. I can't wait to see you at #NFRA26.

MATT O'HARE
CONVENTION CHAIR
President & CEO
JOH

NFRA CONVENTION COMMITTEE MEMBERS



TRACY AQUILA
Customer Development
Executive, Southeast Region
Flora Food Group



TOM FINN
VP, Sales
InnovAsian Cuisine



SHANNON GILREATH
Sr. VP, Consumer Brands
Rich Food Products



TRICIA GREYSLOCK
President & CEO
NFRA



TIM HOLZMAN
VP, Retail Sales
Palermo's Pizza



BILL KYNAST
SVP Sales, US Grocery
Chobani



MATT POINT
Sr. VP, Strategy & Operations
NFRA



KEVIN SCHWAB
Sr. VP, Sales & Marketing
The Pictsweet Company

Your Pre-Convention Checklist



☐ **DOWNLOAD THE NFRA CONVENTION APP**

Access the latest attendee directory, agenda, interactive maps, speaker information, and list of retailer meeting rooms, all in one place.



☐ **REVIEW THE REGISTERED ATTENDEE LIST**

Log in to the NFRA Member Portal to explore the latest attendee list, identify key contacts, and begin planning your Convention strategy.



☐ **PLAN YOUR SCHEDULE**

Review the agenda ahead of time and add networking events, forums, educational sessions, Taste of Excellence, luncheons, breakfasts, and receptions to your calendar.



☐ **SCHEDULE YOUR OWN BUSINESS MEETINGS**

Use the attendee list or Convention app to get the contact information for other attendees and request meetings. Retailer schedules fill quickly, and all business appointments are arranged directly by attendees.



☐ **RESERVE YOUR PROGRAM & DIRECTORY AD**

Reach every Convention attendee with an ad in the official on-site Program & Directory. Visit NFRAConvention.org for advertising opportunities, specifications, pricing, and the advertising contract.



☐ **FOLLOW NFRA FOR CONVENTION UPDATES**

Scan the QR code and follow NFRA on LinkedIn to stay up to date on announcements, reminders, and event highlights.



☐ **CHECK YOUR INBOX**

Make sure you're receiving NFRA emails, including *Inside the Aisle*, our weekly newsletter, so you don't miss important Convention updates leading up to the event.

Convention Schedule

SUNDAY, OCTOBER 18

- 8:00 - 9:00 A.M. Consumer Activation Workshop *
- 8:00 - 9:00 A.M. Private Brands Forum
- 9:00 A.M. - 5:00 P.M. Business Appointments
- 9:30 - 10:30 A.M. Ice Cream Forum
- 10:00 - 11:30 A.M. Supply Chain Forum
- 11:00 A.M. - 12:00 P.M. Marketing Forum
- 1:00 - 2:30 P.M. Small Business Manufacturing Forum
- 4:00 - 5:00 P.M. New Member Reception*
- 5:00 - 7:00 P.M. Taste of Excellence
- 7:00 P.M. Evening Open for Business Entertaining

MONDAY, OCTOBER 19

- 7:15 - 8:45 A.M. Breakfast Session with Presentations by First Penguin Class of 2026
- 9:00 A.M. - 5:00 P.M. Business Appointments
- 12:00 - 1:00 P.M. Annual NFRA Membership Luncheon
- 5:30 - 7:00 P.M. Networking Reception
- 7:00 P.M. Evening Open for Business Entertaining

TUESDAY, OCTOBER 20

- 7:15 - 8:45 A.M. Breakfast Session with Keynote Speaker Christine Ha
- 9:00 A.M. - 5:00 P.M. Business Appointments
- 12:00 - 1:00 P.M. 2026 Golden Penguin Awards Luncheon
- 5:00 P.M. Evening Open for Business Entertaining

* Invitation only.

Forums and all other events are open to everyone and free to attend.

New Member Reception ♦ Maryland Foyer

This invitation-only event welcomes new members to the NFRA community, connects them with their mentors, and provides an opportunity to meet NFRA leadership, Executive Committee members, and fellow new members.

2026 NEW MEMBER RECEPTION SPONSOR



On-Site Registration

Maryland Registration Desk

SATURDAY 7:00 A.M. - 6:00 P.M.

SUNDAY 7:00 A.M. - 5:00 P.M.

MONDAY 7:00 A.M. - 5:00 P.M.

TUESDAY 7:00 A.M. - 3:00 P.M.

Stop and see the NFRA Staff to pick up your #NFRA26 badge and welcome packet.

Coffee Bar ♦ Maryland Foyer

Open during registration hours.

2026 COFFEE BAR SPONSOR



2026 GENERAL CONVENTION SPONSORS



HUSSmann®



Café NFRA ♦ Cherry Blossom Lobby



SUNDAY 9:00 A.M. - 4:00 P.M.
MONDAY 9:00 A.M. - 5:00 P.M.
TUESDAY 9:00 A.M. - 3:00 P.M.

Recharge, connect, and hold informal meetings while discovering innovative products throughout Convention.

See Café NFRA participating brands on page 10.

Frozen Fix ♦ Cherry Blossom Lobby



SUNDAY 9:00 A.M. - 4:00 P.M.
MONDAY 9:00 A.M. - 5:00 P.M.
TUESDAY 9:00 A.M. - 3:00 P.M.

Cool off between meetings with a complimentary frozen treat or novelty at the Frozen Fix cooler, located within Café NFRA.

See Frozen Fix participating brands on page 12.

Business Appointments

SUNDAY, MONDAY, TUESDAY
9:00 A.M. - 5:00 P.M.

One-on-one appointments help attendees strengthen partnerships, explore opportunities and build relationships that drive long-term success.

2026 RETAILER MEETING ROOM EXPERIENCE SPONSOR



2026 RETAILER REFRESHMENT STATION SPONSORS



2026 MEDIA PARTNERS



AMERICA'S FAVORITE BRAND

One taste and you'll know why.



©2026 Daisy Brand, LLC. *Based on MULO volume sales 52 weeks ending 4/16/26.

TASTE OF Excellence

SUNDAY 5:00 – 7:00 P.M. ♦ MARYLAND BALLROOM

Kick off the NFRA Convention at Taste of Excellence, where more than 50 manufacturers, including many of the frozen and refrigerated industry's most exciting emerging brands, will showcase their latest product innovations. Explore new products, discover industry trends, and connect with fellow attendees during this lively evening of networking and product sampling.



MEET THE BRANDS PARTICIPATING IN TASTE OF EXCELLENCE AS OF JULY 23, 2026

- ♦ Amy's Kitchen
- ♦ Athens Foods
- ♦ Bakr Goods Co.
- ♦ Bernatello's Foods
- ♦ Bimbo Bakeries USA
- ♦ Bubbies Ice Cream
- ♦ Cabot Creamery
- ♦ Cacique Foods
- ♦ The Campbell's Company
- ♦ Campoverde
- ♦ Champion Foods
- ♦ Chung's Gourmet Foods
- ♦ Dairy Farmers of America
- ♦ Daisy Brand
- ♦ Di Fara
- ♦ Dreyer's Grand Ice Cream
- ♦ Grecian Delight | Kronos
- ♦ Handy Seafood
- ♦ Hillandale Farms
- ♦ J&J Snack Foods
- ♦ Kayco/Dorot Gardens
- ♦ Kodiak Cakes
- ♦ Kourellas Dairy USA, LLC
- ♦ Lifeway Foods
- ♦ Lucia's Pizza Co
- ♦ Maola Local Dairies
- ♦ Mars Snacking
- ♦ The Marzetti Company
- ♦ Nestlé USA
- ♦ OGGI Foods
- ♦ Pictsweet Farms
- ♦ PuraVida Foods
- ♦ Rich Products
- ♦ Rise & Puff
- ♦ Roots Farm Fresh
- ♦ Saputo/Frigo & Cheese Heads
- ♦ Sargento Foods
- ♦ Simek's
- ♦ The Skinny Butcher
- ♦ Wild Mike's Ultimate Pizza



2026 TASTE OF EXCELLENCE
SPONSOR

acosta group

2026 TASTE OF EXCELLENCE
BAR SPONSORS

Hillandale Farms



PURAVIDA



Elevating the Freezer Aisle



FOUR GENERATIONS OF QUALITY EGGS & FEED

Braswell
FAMILY FARMS
Faithfully Farmed

LAND O LAKES
EGG-LAND'S BEST

LEARN MORE ABOUT OUR "EGG-CELLENT" OFFERINGS AT NFRA

Café NFRA

SUNDAY 9:00 A.M. – 4:00 P.M.
MONDAY 9:00 A.M. – 5:00 P.M.
TUESDAY 9:00 A.M. – 3:00 P.M.

CHERRY BLOSSOM LOBBY

Take a break between meetings in this beautiful café-style gathering space, located in the Gaylord's light-filled atrium beneath a stunning skylight. Connect with colleagues, enjoy refreshments, recharge between appointments, or settle in for a casual conversation. This central meeting spot offers the perfect setting for both planned and spontaneous networking throughout the Convention.



MEET THE BRANDS PARTICIPATING IN CAFÉ NFRA



2026 Grand Prize Winner



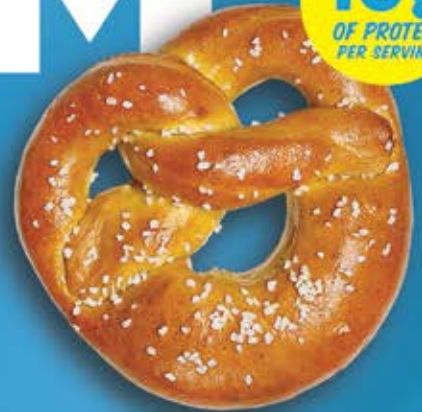


LUIGI'S®

Protein-packed soft pretzels

WARM
UP.

10g
OF PROTEIN
PER SERVING



COOL
DOWN.

Function-forward mini pops





SUNDAY 9:00 A.M. – 4:00 P.M.
 MONDAY 9:00 A.M. – 5:00 P.M.
 TUESDAY 9:00 A.M. – 3:00 P.M.
 CHERRY BLOSSOM LOBBY

SPONSORED BY



Need a refresh? Visit the Frozen Fix Cooler in Café NFRA for complimentary individually wrapped ice cream and novelty treats throughout Café hours. It's the perfect grab-and-go stop to cool down, recharge, and discover new frozen favorites.

THANK YOU TO OUR 2026
 PARTICIPATING BRANDS



2026 Emerging Brand of the Year



NFRA's Penguin Pitch: Emerging Brand Contest recognizes innovative companies bringing fresh ideas, standout products, and creative marketing to the industry. Congratulations to Folkland Foods, NFRA's 2026 Emerging Brand of the Year, and all category winners and finalists. Visit Folkland Foods in Café NFRA to experience this award-winning brand.





MORE THAN A COOLER.

MAXIMUM IMPACT.
MINIMAL FOOTPRINT.
MEASURABLE RESULTS.

The in-store media and merchandising platform that drives incremental sales for brands and retailers.



RETAILER BENEFITS

- ✓ Drives incremental sales
- ✓ Optimizes high-traffic in-store real estate
- ✓ Turnkey, zero labor solution



BRAND BENEFITS

- ✓ In-Store Media Assets: Full-motion digital screens, posters, shelf talkers, and more
- ✓ 26 national two-week promotional events with your product on display
- ✓ Proven lift and performance



DUAL-TEMPERATURE

Refrigerated or Frozen flexibility



COMPACT FOOTPRINT

35.5" W x 27" D x 36" H
Fits endcaps and ideal for high-traffic areas



BUILT SMARTER

Eco-friendly R290a refrigerant
LED lighting • Heavy-duty casters

Let's Grow Together.

Drive more sales. Engage more shoppers. Build your brand.



Scan to learn more about SuperFridge

superfridge.com



NFRA'S PENGUIN PITCH
EMERGING BRAND CONTEST

2026 **WINNER**
EMERGING BRAND OF THE YEAR

FOLKLAND

FARMERS WHO LOVE FOOD.



FARMER OWNED.

COOKED IN OLIVE OIL.

SIMPLE INGREDIENTS.

NOTHING WEIRD.

hello@folklandfoods.com

[f](https://www.facebook.com/folklandfoods) [i](https://www.instagram.com/folklandfoods) [@folklandfoods](https://www.tiktok.com/@folklandfoods)



24% growth contribution in Natural Channel in 2026.

*Spins natural expanded fz potatoes 12 weeks ending 6.14.26

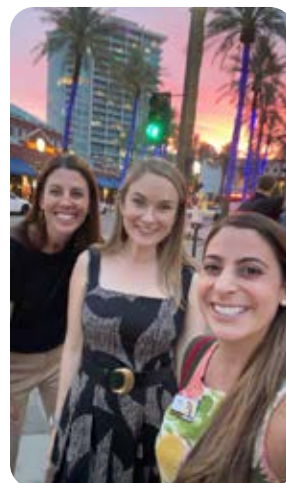
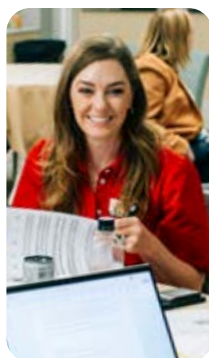


Monday Breakfast Session

With Presentations from First Penguin Class of 2026

MONDAY 7:15 – 8:45 A.M. ♦ MARYLAND BALLROOM

See the future of industry leadership in action. After months of collaboration and professional development, the First Penguin class will present innovative ideas and strategic recommendations designed to address opportunities and challenges facing the frozen and refrigerated foods industry.



**2026 MONDAY BREAKFAST
SESSION SPONSOR**



L'EGGO MY PROTEIN Eggo®

100% Delicious.
20% of the daily value of protein.*



*per serving
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MorningStar® FARMS

**Tastes
Amazing.
Feels
Amazing.**

**CRISPY, JUICY, PLANT-BASED CHICKEN
WITH 12g OF MEAT-FREE PROTEIN.**



SERVING SUGGESTION.
SERVING SIZE ABOUT 4
WINGS WITH 2/3 SAUCE.
SERVING SIZE 4 NUGGETS.

See nutrition information for total fat and sodium content.

NFRA's First Penguin Leadership Program

Investing in Tomorrow's Leaders of the Industry

The First Penguin Leadership Program develops emerging professionals into the next generation of leaders in the frozen and refrigerated foods industry. Through leadership development, industry education, mentorship, and networking, participants gain the skills, confidence, and connections to make a lasting impact on their organizations and the industry.



PROGRAM HIGHLIGHTS

- ◆ Leadership development and professional growth
- ◆ Mentorship from experienced industry leaders
- ◆ Connections with peers across the industry
- ◆ Industry education through webinars and learning sessions
- ◆ Experience collaborating on a team case study project
- ◆ Public speaking and presentation experience at Convention
- ◆ Recognition through NFRA and industry communications
- ◆ Ongoing engagement through the First Penguin Alumni Network

EMPLOYER BENEFITS

- ◆ Invest in the development of high-potential talent
- ◆ Strengthen your organization's future leadership pipeline
- ◆ Increase employee engagement and retention
- ◆ Expand your company's industry network and visibility
- ◆ Support the future of the frozen and refrigerated foods industry



2026 FIRST PENGUIN PROGRAM SPONSORS



LEAD SPONSOR



PLATINUM SPONSOR



SILVER SPONSOR

Learn more about eligibility and sponsorship opportunities for the First Penguin Class of 2027 →



FIRST PENGUIN PROGRAM CLASS OF 2026



FIRST PENGUIN
NFRA'S NEXT GENERATION
LEADERSHIP PROGRAM



TOM BRODERICK
Sr. Customer Mgr.
Mars Ice Cream



BEN BROWNFIELD
*Merchandising
Support Dir.*
Houchens Food Group



ANTHONY CARNEVALE
Divisional Sales Mgr.
Ajinomoto Foods
North America



MICHAEL COLEMAN
National Sales Mgr.
Jones Dairy Farm



KYLUND FACER
National Business Mgr.
RecorGroup



KATHERINE FUSON
National Sales Mgr.
Pitaya Foods



KALI HILL
Business Mgr.
North Central Region
JOH



TARA LARSON
Business Mgr.
North Central Region
Target Lead
JOH



ABBY LUCCHESI
*Sr. Dir. Customer
Capabilities*
Amy's Kitchen



PAIGE MOORE
Sr. Business Mgr.
Daymon



MEGHAN OZAMIZ
Dir. Product Marketing
Rich Products



YUKI PALERMO
Sr. Mgr. Trade & Insights
InnovAsian Cuisine



MICHAEL POWIS
Dir. of Marketing, Retail
J&J Snack Foods Corp.



SAM RAGGIO
*Sr. Mgr., Business
Unit Sales & Strategy,
Snacking*
Kraft Heinz



ALEK RAMOSKA
VP, Sales
Island Way



BRITTNEY RATTO
Marketing Dir.
PuraVida Foods



SAM RIDENOUR
*Industrial Real
Estate Advisor*
KBC Advisors



SYDNEY ROGERS
Regional Business Mgr.
Chobani



LINDSEY SCHICKEL
*Omnichannel Mgr.,
Frozen Foods*
Mars Snacking



DANIEL SEDGWICK
Dir., National Sales
The Coca-Cola Company



KATHERINE SHAW
Dir. of Operations
Chung's Gourmet Foods



STEPHANIE SMITH
National Account Mgr.
Kroger & Whole Foods
Market, Tru Fru



OWEN STEHM
*Trade Promotion
Optimization Analyst*
Rosina Food Products



RYAN STRAHS-LORENC
Customer Account Mgr.
Nestlé USA



MORGAN STULPE
Customer Sales Lead
The Campbell's Company



JENNA VACCARO
*Sr. Business
Development Mgr.*
Douglas Sales



LUCAS VACCARO
Key Account Mgr. II
Advantage Solutions



MICHAEL VALENTINE
*Regional Sales Mgr. &
Broker Mgr. - East*
Horizon Family Brands

NFRA Annual Membership Luncheon

MONDAY 12:00 – 1:00 P.M.

MARYLAND BALLROOM

Be part of the conversation shaping NFRA's future at the Annual Membership Luncheon. This special gathering brings members together to celebrate the Association's accomplishments, recognize industry leadership, and hear how NFRA is investing in the future of the frozen and refrigerated foods community.

NFRA Chair Bill Kynast, Chobani, and Tricia Greyshock, President & CEO, NFRA, will provide an update on the state of the Association and share progress on NFRA's strategic plan, highlighting initiatives designed to create greater value for members through stronger industry connections, category growth, leadership development, and member engagement. Newly elected officers and directors will also be installed during this annual business meeting.

2026 MEMBERSHIP LUNCHEON SPONSORS



Hillandale Farms



EMERGING BRAND OF THE YEAR
CVT SOFT SERVE

2025

PENGUIN PITCH
EMERGING BRAND CONTEST



The Family Favorite that will Drive Consumers Down the Frozen Aisle!

From Snack Time to Dinnertime to Party Time, Mrs. T's has ALL of your Customers Covered

- ✓ Convenient, satisfying meals the whole family loves.
- ✓ Shareable sides and small plates to please every crowd.
- ✓ Craveworthy, snackable bites ready in minutes.



Give Your Customers MORE of the Stuff They Love!



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Think mini.

Our little egg roll is turning lots of heads these days. We think being small has its advantages. Air fryable, protein

packed, and perfectly proportioned, our chicken, vegetable, and newest beef bulgogi minis are endlessly

shareable, for game day, movie night, the office, after school. Think it's time?

Chung's

www.chungfoods.com

Hillandale Farms

From our farms to your table, we deliver high-quality egg products you can count on everyday.

TRUSTED QUALITY

BUILT TO SCALE

SHELL EGGS
Conventional, Cage-Free, Pasture-Raised and Specialty Eggs.

PRIVATE LABEL & BRANDED
Flexible programs built around your brand and goals.

PROCESSED & LIQUID EGGS
Custom solutions for food manufacturers, restaurants and retailers.

RELIABLE. SCALABLE. GLOBAL.
Coast-to-coast supply with consistent quality and service.

We produce, process and package a full portfolio of egg products

CERTIFIED HUMANE
RAISED & HANDLED

UNITED SOY PRODUCE
GMP TRIM

USDA ORGANIC

Let's build something great **together**

www.hillandalefarms.com
sales@hillandalefarms.com

Hillandale Farms
 Hillandale Farms
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Proudly part of
Global Eggs

GLOBAL EGGS

Networking Reception

MONDAY 5:30 – 7:00 P.M. ♦ MARYLAND BALLROOM

The conversations don't end when the meetings do. Join fellow attendees for an evening of networking, cocktails, and hors d'oeuvres as you reconnect with colleagues, build new relationships, and celebrate the NFRA community.



2026 NETWORKING RECEPTION SPONSORS



2026 NETWORKING RECEPTION BAR SPONSORS



**PICTSWEEP
FARMS**



New!

Game Day's Best Kept Secret
Healthier Snacking...with Flavor, Convenience & Value

pictsweetfarms.com

PURAVIDA®

Cryo Crafted™

Roasted at 1,200°F
Frozen in 2 minutes

The new standard in frozen vegetables.



See the beauty. Feel the crunch. Taste the difference.

*Fire roasted at 1,200°F · Cryo frozen in 2 minutes
Innovative nitrogen MAP packaging · Product of California*

Top of the crop

Modern convenience.
Chef-inspired global flavors.



NOW AVAILABLE AT:

Kroger

SPROUTS
FARMERS MARKET

Wegmans

meijer

H-E-B

TARGET

Harris Teeter

COSTCO
WHOLESALE

Publix

More than a brand. A category leader.

LET'S TALK PARTNERSHIP

David Miller
Chief Sales Officer

dpm@puravida-foods.com

scan to
explore



Cryo Crafted™ is a trademark of PuraVida Foods Inc.

“ I KNOW CHEFS WITH
MICHELIN STARS THAT DON'T
HAVE PALATES LIKE HERS. ”

- CHEF GORDON RAMSAY



Tuesday Breakfast Session

With Keynote Speaker Christine Ha

TUESDAY 7:15 - 8:45 A.M. ♦ MARYLAND BALLROOM

Christine Ha is the first-ever blind contestant and season 3 winner of the competitive amateur cooking television show “MasterChef” with Gordon Ramsay. She defeated over 30,000 home cooks across America to secure the coveted MasterChef title, a \$250,000 cash prize, and a cookbook deal.

“The lady has an extraordinary palate, a palate of incredible finesse. She picks up hot ingredients, touches them, and she thinks about this image on the plate. She has the most disciplined execution on a plate that we’ve ever seen. But the palate is where it’s just extraordinary. And honestly, I know chefs with Michelin stars that don’t have palates like hers.”
–Chef Gordon Ramsay, MasterChef judge.

Ha holds a Master of Fine Arts from the nationally acclaimed Creative Writing Program at University of Houston, where she served as Fiction Editor for Gulf Coast literary journal, and a Bachelor of Business Administration from The University of Texas at Austin. Ha’s first cookbook, *Recipes From My Home Kitchen: Asian and American Comfort Food*, was a New York Times best-seller. She has done several TEDx Talks, spoken about disability advocacy at the United Nations, and served as a culinary arts envoy overseas for the American Embassy as part of cultural diplomacy programs in Jordan, Serbia, Bosnia/Herzegovina, Croatia, and Vietnam. Ha was a co-host on the Canadian cooking show “Four Senses” and a judge on “MasterChef” Vietnam. She also serves on the Board of Trustees for Helen Keller Int’l, a global non-profit that helps millions of people achieve clear vision, sound nutrition, and good health. ♦

2026 TUESDAY BREAKFAST
SESSION SPONSOR

HAPPY
egg^{co.}

some eggs sell themselves



like these

The taste speaks for itself.





Golden Penguin Awards Luncheon

TUESDAY 12:00 – 1:00 P.M. ♦ MARYLAND BALLROOM

Celebrate the creativity and innovation driving success in the frozen and refrigerated aisles at the Golden Penguin Awards Luncheon. Join us as we recognize outstanding merchandising and marketing campaigns promoting March Frozen Food Month, June Dairy Month, and Summer Favorites: Ice Cream & Novelties.



GOLDEN PENGUIN AWARDS LUNCHEON SPONSORS





FIND US IN THE FREEZER AISLE!

cooking prep made simple

**Pop.
Drop.
Done.®**



**Fresh Flash-Frozen, Pre-Portioned
Garlic & Herb Cubes**



**Because who
has the time?**

**Dorot
GARDENS®**



**THERE'S A
NEW EGG
IN TOWN**

**CAGE FREE
EGGS**

High-quality, nutrition-dense,
Certified Humane cage free
eggs from vegetarian-fed hens
raised on family farms, at a
price point that works for your
margin and your shoppers.



FUEL YOUR RUSH!

For more information, reach out
to brad@rushtownpoultry.com

CERTIFIED HUMANE • CERTIFIED KOSHER • VEGETARIAN FED • NO ANTIBIOTICS

Tabletop Exhibits

LOCATED NEAR REGISTRATION

SUNDAY • 9:00 A.M. – 4:00 P.M.

MONDAY 9:00 A.M. – 5:00 P.M.

TUESDAY 9:00 A.M. – 3:00 P.M.

Explore non-food products and services from industry suppliers.



Arnold Printed Communications offers complete solutions for everything your business prints - from marketing pieces and recruiting tools to food-grade and product labels, catalogs and business documents. They also provide inventory management, storage, and extensive fulfillment services.



Food Export Northeast/Midwest are State Regional Trade Groups that encourage the export of U.S. agricultural products, including refrigerated and frozen food. They do that through export education, hosting buyer meeting opportunities and funding domestic companies through the Branded Program, which can pay for 50% of international marketing expenses, including participation in domestic and international trade shows. Food Export hosts Buyers Missions at U.S. trade shows, sponsors Focused Trade Missions to international markets and provides a concierge service for exporters and would-be exporters through its Export Navigator program.



Greek Design|Build provides third-party services to commercial real estate owners, developers, and investors. Their extensive in-house capabilities and talented team of professionals allow them to efficiently complete projects in a diverse range of property types, from simple tenant improvements and facility upgrades to expansions, ground-up construction and complex environmental solutions. Their vertically integrated structure ensures an efficient and cost-effective process, from beginning to end.



Heinen is a leading company in innovative freezing, cooling, proofing, and pasteurizing technologies for the food industry. With German engineering, Heinen sets the standard for Hygienic Design and Cleaning Technology.



TEC Services provides sanitation solutions to food manufacturers, distribution centers, and cold storage facilities nationwide. Their mission is to help their partners maintain audit-ready facilities, improve sanitation performance, and simplify the internal management of essential cleaning operations.



"We don't start with products - we start with understanding through a discovery process." TOPPAN Packaging brings together a global converting footprint and vertically integrated film manufacturing, creating a distinct advantage in flexible packaging. By managing both film production and packaging conversion, they can better align materials, performance, and application requirements, delivering more customized, high-performing solutions.



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.



Your trusted partner in automation. Westfalia designs and delivers low-risk, reliable solutions that optimize spaces, maximize potential, boost efficiency, and enhance workplace safety. Through seamless integration of advanced systems and intelligent software, Westfalia empowers businesses to achieve long-term success in today's ever-evolving landscape.



Lineage[®]



Lineage



SIMPLIFY RETAILER SHIPMENTS WITH **VELOCITIES CONSOLIDATION**

Velocities consolidation combines retailer shipments across vendors to create more efficient deliveries, helping you reduce cost-to-serve and keep inventory moving.



**PROUD RETAILER
MEETING ROOM
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Consumer Behavior and the Evolving Role of Frozen and Refrigerated Foods

A look at 2026 consumer research from NFRA and the findings about today's grocery shopper.



Food choices are increasingly formed across a broad network of influences. Consumers are weighing price, taste, convenience, health priorities, household routines, digital content, and product information in the same decision process. The grocery aisle remains central, yet preferences are often shaped before the shopper reaches the store and continue to evolve at the shelf. For frozen and refrigerated foods, the research points to a category with resilient relevance and rising complexity.

The aisle continues to serve practical household needs, but the path to purchase is more selective than it once was. Consumers are not moving away from the category. They are bringing more criteria to the decision and expecting products to satisfy multiple needs at once.

Influence

Packaging remains the leading source of nutrition information for grocery shoppers, which keeps the package at the center of consumer education. Claims, ingredients, preparation guidance, nutrition facts, and value cues all shape confidence at the point of sale. Family, friends, and healthcare professionals continue to matter, but social platforms now operate within the same influence system. Creator recommendations, grocery haul videos, product posts, and food trends have become visible forms of guidance that sit alongside more established sources of advice.

The generational pattern shows the scale of the shift. Gen Z shoppers are more likely to use social media for nutrition information than to rely on family and friends, making peer influence more public, visual, and algorithm driven. Among adults who use social media for food content, brand advertising remains relevant, but it now competes with influencer recommendations, grocery hauls, unboxings, and food

challenges. Mobile apps, AI tools, and chatbots are also entering the food information landscape. Their reach is still developing, but their presence expands the number of channels shaping consumer confidence. In-store influence remains highly relevant. Displays, promotions, packaging, and meal inspiration continue to affect decisions at the shelf. The larger strategic read is a more connected influence environment, where online discovery, household conversation, product information, and retail execution all contribute to the same purchase decision.



47%

GET PRODUCT
INFO IN-STORE



37%

USE SOCIAL MEDIA
FOR FOOD CONTENT
WEEKLY



36%

SAY SOCIAL MEDIA
IMPACTS TRIAL
DECISIONS

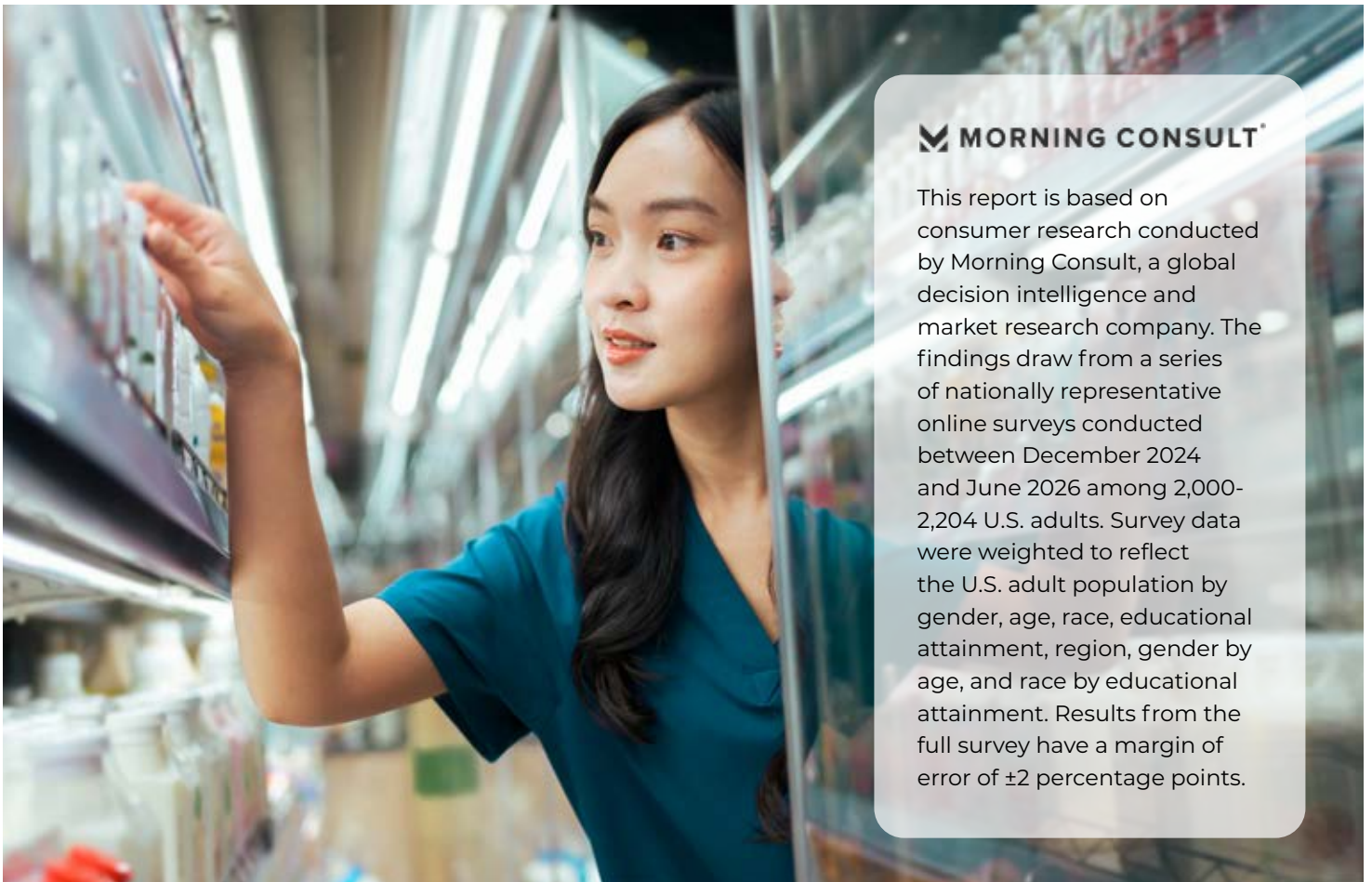
Value

Across shopper groups, the purchase hierarchy is consistent. Price leads, followed by taste, perceived value, and convenience. This pattern holds across age groups, household structures, and life stages, giving value a central role in the way consumers evaluate grocery purchases.

The expression of value varies by audience. Baby Boomers show the highest level of price sensitivity, while younger shoppers place more weight on packaging and visual presentation. Convenience also changes by context. It can mean fast preparation, fewer dishes, familiar flavors, predictable outcomes, or a product that fits easily into an existing routine. Price remains the entry point, but value extends beyond low cost. It includes confidence, ease, taste delivery, portion fit, and relevance to a specific eating occasion.

Premium Appeal

Premium frozen and refrigerated products continue to attract interest, although frequent purchasing remains concentrated among a smaller share of consumers. The larger market sits in occasional trade-up behavior, especially when price conditions are more favorable. Promotions play a central role in that pattern, with many consumers reporting higher likelihood of purchasing premium products when they are on sale. Taste and flavor are the strongest reasons consumers give for paying more. Overall value, brand trust, and nutrition also help justify a higher price point. Quick preparation, simple ingredient lists, resealable



packaging, and visible quality cues can reinforce the perception that a product merits a premium. Premiumization in this category is price-gated rather than demand constrained, with purchase frequency shaped by the relationship between cost, trust, taste, and perceived usefulness.

WHAT JUSTIFIES A **PREMIUM** PRICE?

60% TASTE/FLAVOR	46% TRUSTED BRAND
47% PRICE	38% NUTRITION

Inflation

Persistent food inflation has reshaped where consumers make tradeoffs. Dining out and takeout are often reduced before core grocery purchases. Snacks, treats, nonessential items, and national brands may also face pressure, while core grocery categories remain more protected.

That pattern gives frozen and refrigerated foods a stronger role in the household economy. These

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- ◆ Albertsons National
- ◆ Albertsons Northern California
- ◆ Albertsons Seattle
- ◆ Albertsons Southern
- ◆ Albertsons Southern California
- ◆ ALDI, Inc.
- ◆ Alliance Retail Group
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- ◆ Associated Grocers, Inc.
- ◆ Associated Wholesale Grocers (AWG)
- ◆ Babbs Supermarket
- ◆ Big Y Foods, Inc.
- ◆ Bozzuto's, Inc.
- ◆ Brookshire's Grocery Company
- ◆ C&S Wholesale Grocers, Inc.
- ◆ Certco, Inc.
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products can support at-home meal occasions that replace restaurant visits, delivery orders, or prepared food purchases. In fact, consumer behavior shows that refrigerated products are already being used by many adults as alternatives to takeout. The commercial significance sits in the combination of affordability, convenience, variety, and meal completion, which gives the category a stronger claim on at-home occasions.

Overcoming Hesitation

The main barriers to trying a new grocery product are habit, price, and fear of waste. These concerns are practical, but they also reflect the emotional cost of disrupting a household routine. A familiar product carries less risk because it has already passed the household test. Trial becomes more likely when uncertainty is reduced. Discounts, coupons, sampling, and personal recommendations make a new

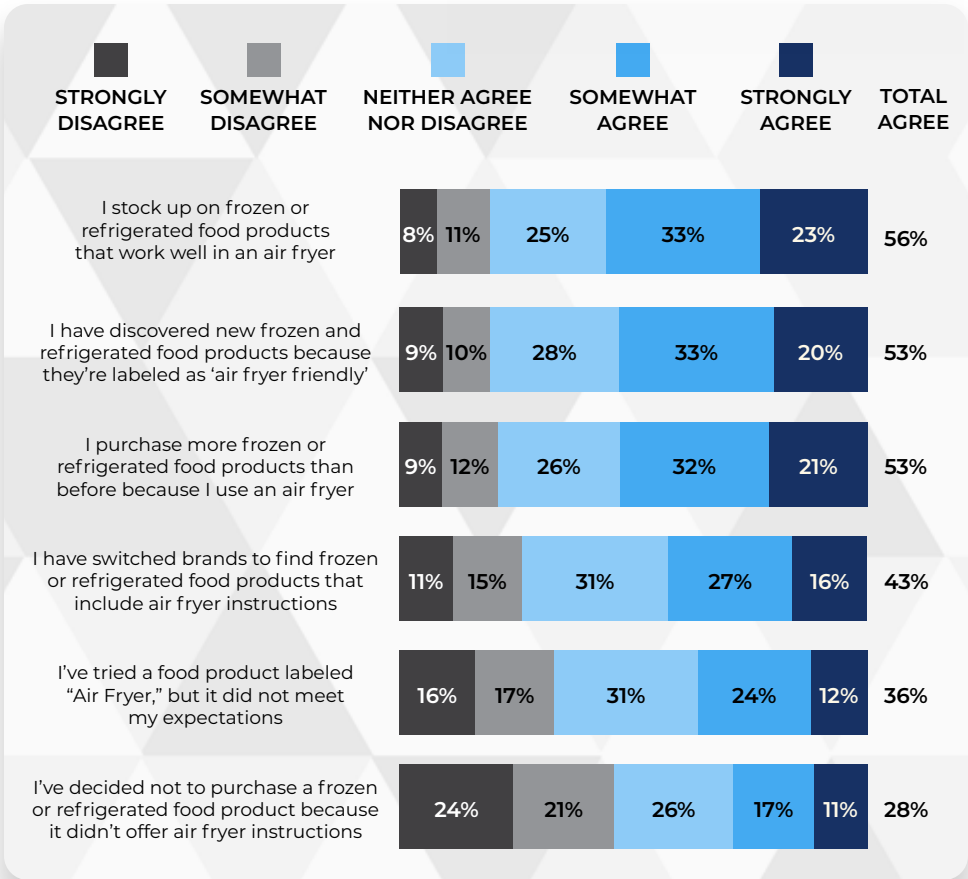
Air fryer owners actively look for compatible products, stock up on foods that work well in the appliance, and report buying more frozen and refrigerated foods than they did before.



product feel less like a gamble and more like a manageable experiment. The retail environment also influences discovery, as many consumers find meal occasion-based organization appealing, including sections built around quick weeknight dinners, weekend grilling, or high-protein meals. A meaningful share of shoppers report unplanned purchases when a display inspires a new meal idea, showing that the aisle continues to operate through both intention and impulse.

Air Fryer

The air fryer has become a regular appliance in many American kitchens, and most owners use it at least weekly. Its effect on the frozen and refrigerated aisle is substantial. Brand switching is part of the pattern. More than two in three air fryer owners have changed brands to find products with air fryer instructions, which makes compatibility a competitive cue rather than a preparation detail. Consumer associations with air frying include crisp texture, faster preparation, and greater convenience. The appliance also carries a health halo, with many consumers associating air frying with a better-for-you way to prepare food. The strongest demand for improved air fryer options appears in appetizers, breakfast items, full entrees, and ready-to-eat proteins. These are high-frequency categories where preparation clarity, portion fit, and product performance can influence repeat behavior. Friction points such as uncertainty around settings, portions that do not fit the basket, and unclear instructions are closely tied to the product experience. When an air fryer product meets expectations, most users report willingness to buy it again and explore other products from the same brand, making the appliance both a usage occasion and a pathway to broader category engagement.



Protein

Most consumers are either maintaining or increasing their protein intake, with motivations tied to overall wellness, energy, muscle maintenance, weight management, and long-term health. This behavior reads less like a short-term trend and more like an embedded dietary priority. It's clear that protein has become a practical marker of better eating for many consumers across both mainstream and more health-engaged groups. The small share of consumers cutting back points primarily to cost. That context gives frozen proteins a relevant position in the value conversation since the category can offer comparable nutrition to fresh options at a lower cost per serving, aligning closely with the economic pressures shaping grocery behavior.

Ice Cream & Novelties

Frozen treats remain a routine indulgence, valued for everyday accessibility, emotional satisfaction, and ease. Consumers reach for ice cream and frozen novelties as after-dinner rewards, simple at-home desserts, household requests, seasonal treats, deal-driven purchases, and familiar favorites to keep stocked.

The freezer set is increasingly occasion-based. Bars, sandwiches, mini formats, fruit bars, lower sugar products, and high-protein options all show momentum, reflecting different needs rather than one dominant format. Price remains the leading packaging cue, followed by recognizable ingredients, serving size, sugar content, calories, and product design. The decision still begins with craveability, but shoppers now want faster confidence at the freezer case.

MANY CONSUMERS WOULD RATHER
HAVE A SMALLER AMOUNT OF A FROZEN
TREAT THEY TRULY ENJOY THAN A LARGER
SERVING OF SOMETHING LESS SATISFYING.

This mindset aligns with broader category behavior, with 77% saying ice cream can fit into a balanced diet, nearly half checking frozen treat labels most or all the time, and 60% likely to try better-for-you dessert options, rising to 69% among parents. High-protein frozen treats show how indulgence is becoming more selective. Regular buyers are more likely to protect frozen treats in the grocery budget, view them as a personal reward, and apply more criteria before purchasing. For this group, the main barriers are taste confidence and discovery rather than interest alone. Across trend-led concepts, limited-time

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flavors, new formats, mini portions, fruit-based options, and restaurant-inspired treats generate the strongest attention, while nutrition cues help determine fit once taste, format, and occasion create the initial appeal.

The GLP-1 Shift

GLP-1 users are reshaping food choice through recalibration rather than simple reduction. The research points to smaller portions, stronger interest in pre-portioned frozen meals, greater attention to protein, and openness to frozen foods that fit more intentional eating patterns. Weight loss is part of the story, but GLP-1 use is also tied to appetite control, confidence, mobility, blood sugar management, and long-term health. The behavior is less about eating less and more about making food choices feel manageable, purposeful, and aligned with a broader health routine.

The basket pattern reflects that shift. GLP-1 users are still shopping, and in many cases visiting more stores, but their priorities are changing. Single-serve and portion-controlled packages are gaining relevance, while impulse purchases are declining. Categories tied to protein, satiety, and lighter meal construction are seeing stronger engagement, including high-protein dairy, protein drinks, frozen proteins, soups, and

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frozen vegetables. Categories more closely linked to impulse or less structured occasions, including frozen desserts, breakfast foods, snacks, and appetizers, face a higher bar for fit.

Taste, satisfaction, and convenience still matter, but GLP-1 users place added weight on satiety, protein, fiber, lower sugar, and lower calories. Products are being evaluated through a more specific lens, where smaller portions, nutritional clarity, and a complete eating experience matter more. Packaging plays a central role in that confidence, with practical cues such as simple ingredients, high protein, high fiber, clear calories, and serving size information carrying more weight than broad wellness language. The category relevance is already there through portionable formats, nutrient-dense options, convenient meals, frozen proteins, and vegetables. The term GLP-1-friendly has meaning for the target audience, with two in five current users associating it with high protein compared with one in five adults overall. Broader shopper understanding is less established, as nearly three in ten adults say they would not know what the phrase means.

Relevance, Reframed

Frozen and refrigerated foods continue to hold a strong place in consumers' lives. The category is supported by core household needs, value-seeking behavior, convenience demands, and evolving health priorities. What has changed is the number of filters consumers apply before making a purchase. GLP-1 users are recalibrating around portion, protein, satiety, and clarity. Frozen treat shoppers are weighing price, portion, format, and permissible indulgence. Protein-focused consumers are scanning for nutrition and cost efficiency. Air fryer owners are looking for compatibility, speed, and texture.

Across these behaviors, the frozen aisle remains highly relevant. The consumer decision is simply more layered. Indulgence, wellness, convenience, and value are no longer separate purchase conversations. They often occur at the same time, within the same aisle, and sometimes within the same product decision. The products with the strongest position are those that make the choice feel clear, credible, satisfying, and appropriate for the occasion. ♦

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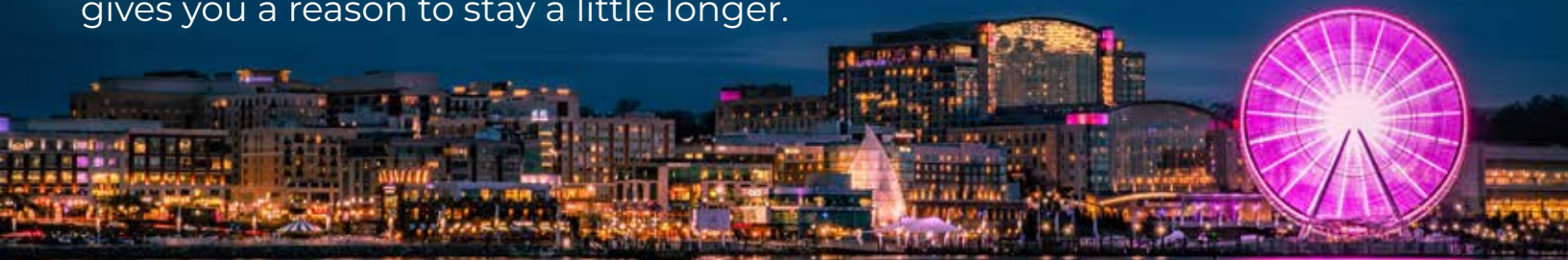
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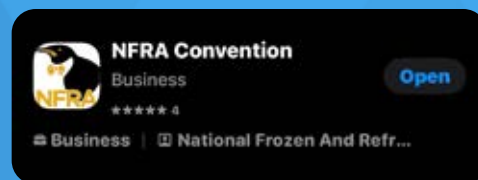
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Frequently Asked Questions

REGISTRATION

How much is registration?

Registration is \$825 per person for NFRA member companies and complimentary for NFRA Retailer/Wholesaler members. Nonmember registration is \$3,500 per person.

Where and when can I register?

Register now online at NFRAConvention.org or on-site at the NFRA Registration Desk outside of the Maryland Ballroom in the hotel's Convention Center.

What is included with registration?

Registration includes Café NFRA, Taste of Excellence, Monday and Tuesday Breakfast Sessions, the Monday Membership Luncheon and Networking Reception, the Tuesday Awards Luncheon, forums, and all business meetings.

Where do I get my badge?

Pick up your badge and event materials at the NFRA Registration Desk. Badges must be worn for admission to all Convention events, meals, and business appointments. Visit the desk for on-site registration or badge updates.

What if I lose my badge?

Visit the NFRA Registration Desk to have a replacement printed.

What do the lanyard colors mean?

Retailers/Wholesalers wear red lanyards. All other attendees wear white.

BUSINESS MEETINGS

How do Business Meetings work?

Appointments are scheduled before the Convention using the Attendee List or mobile app. NFRA provides Retailer members with complimentary meeting rooms for conversations ranging from account reviews to new product or service introductions.

Where do meetings take place?

Meeting rooms are located in the Convention Center and in converted hotel rooms on floors 2 & 3. Retailer meeting room names and locations are posted at the NFRA Registration Desk and in the Mobile App.

How long are meetings?

NFRA recommends 25-minute meetings with five minutes for travel between appointments. Final meeting lengths are determined by each Retailer.

How can I stay organized?

Download the NFRA Convention mobile app to access the agenda, attendee contacts, speaker information, interactive maps, and your personal calendar.

Where can I print meeting materials?

Digital materials are strongly encouraged. If printing is necessary, the FedEx Office is located on the ballroom level between the hotel and convention center.

GENERAL FAQs

How do I reserve my hotel room?

After registering, use the link in your confirmation email to book within the NFRA room block.

What should I wear?

Business casual attire is appropriate.

Is complimentary Wi-Fi available?

Complimentary Wi-Fi is available in Café NFRA, the hotel lobby, and hotel sleeping rooms.

How do I ship items to the hotel?

Visit NFRAConvention.org/shipping for shipping instructions and labels.

Where can I pick up packages?

Non-food packages may be collected from the FedEx Office, located on the ballroom level between the Hotel and Convention Center. Shipments that are refrigerated or frozen, and shipped with the NFRA shipping label, can be collected by visiting the Gaylord Help Desk in the Convention Center.

Can my spouse or family member attend?

Yes. Registration is complimentary for one spouse or family member accompanying a registered attendee who is not conducting industry business. Their badge includes meals and NFRA receptions open to all attendees. An individual registration is required to participate in business meetings.

How can I get the most from Convention?

Attend scheduled meals, receptions, and other functions in addition to your business meetings. Events like the Networking Reception and Taste of Excellence offer valuable opportunities to connect with fellow attendees in a more informal setting. Between appointments, Café NFRA is an ideal place to relax, recharge, and continue networking.

How can my company get involved next year?

NFRA member companies can participate through Convention sponsorships and product sampling opportunities, including Café NFRA and the Taste of Excellence. Opportunities are limited and often sell out quickly, so watch for details about next year's Convention.

How can my company gain additional exposure?

Sponsorship and advertising opportunities offer visibility before and during Convention. Advertising is still available in the Program & Directory, the exclusive on-site guide featuring attendee contact information. Visit NFRAConvention.org to reserve an ad or sponsorship.



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