



# 2026 NATIONAL SALES PROMOTION

Fueling Frozen Aisle Traffic. Powering Purchase Decisions.

**GET ON THE LIST. GET IN THE CART. GET IN THE FREEZER.**

NFRA's integrated program meets consumers as they build digital grocery lists, shop online, browse recipes, and scroll social, leading to in-store and online purchases.

**BUILT FOR EVERY NFRA MEMBER; DESIGNED TO DRIVE SALES & VISIBILITY.**

## TIER 1: \$25,500

1

### Add-to-List

Get on digital grocery lists with one click, right when shoppers plan their trip.

2

### Add-to-Cart

Drive conversion with targeted cart adds, retailer-specific or Instacart campaigns at scale.

3

### NEW! Recipe Selector

Highlight your brand in recipe-driven ads that inspire discovery, engagement, and purchase all-in-one.

4

### One Keyword Intercept

Intercept shoppers searching online with exclusive keywords that drive digital grocery list adds.

## TIER 2: \$41,500

**Includes ALL Tier 1 elements PLUS:**

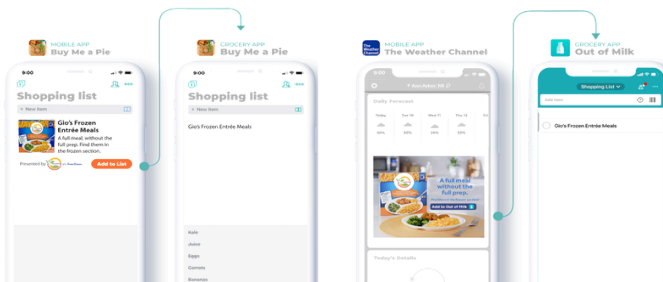


### NEW!

Connect with HOH shoppers by turning digital circulars into high-impact moments for purchase.

### Two Keyword Intercepts

Intercept shoppers searching online with exclusive keywords that drive digital grocery list adds.



"Our 15+ years with NFRA's March Frozen Food Month program has boosted sales, added 5-10,000 email subscribers annually, and enhanced our brand exposure at a fraction of the cost of running this campaign on our own."

- NFRA Member Participant

Today's shoppers don't wait until they're in-store to decide what to buy. Our mobile-first campaign intercepts them as they build lists, browse recipes, and add items to digital carts.



## PROVEN RESULTS THAT DRIVE REAL SALES

1.3M

Products Added to Carts

\$11.9M

Omni-Channel Revenue

91%

New Shopper Acquisition

\*March Frozen Food Month Participants 2022-2025

Secure your placement now! Contact [Tricia@nfraweb.org](mailto:Tricia@nfraweb.org) or (717) 657-8601.





# 2026 NATIONAL SALES PROMOTION

## EASY HOME MEALS ACTIVATIONS

NFRA's consumer-facing brand, Easy Home Meals, reaches millions of shoppers each month through recipes, videos, and social content. Sponsors gain valuable exposure through paid and organic placements that highlight their products in engaging, relevant formats, connecting with consumers where meal planning and purchasing decisions happen.

### Benefits Included for both Tier 1 and Tier 2



1

#### Influencer Collaboration

Custom influencer collaboration video with media support across EHM Channels.

2

#### Custom Video

30-sec. video from Dishworks. Your brand selects the recipe and look. Includes full marketing usage rights.

3

#### Social Posts & Paid Media

Social post with boosted support across EHM Channels.

4

#### Website Advertising

Weeklong rotational banner ad placement on EasyHomeMeals.com.

#### Newsletter Feature

Placement in EHM consumer newsletter highlighting product or recipe.

5

#### Industry Recognition

Your logo appears on NFRA's website, social channels & materials—spotlighting your brand.

6

#### \$10,000 Sweepstakes

Participating brands receive a list of sweepstakes subscribers for future marketing.

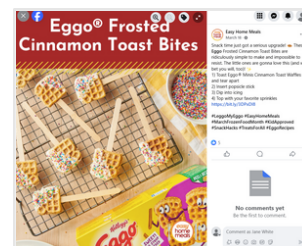
7

#### Custom Campaign Recap

Each brand receives a recap, highlighting impressions, engagement & earned media value.

8

## YOUR BRAND FEATURED ACROSS ALL SOCIAL PLATFORMS



Secure your placement now! Contact [Tricia@nfraweb.org](mailto:Tricia@nfraweb.org) or (717) 657-8601.





# 2026 PROGRAM

## PARTICIPATION FORM

### SELECT YOUR TIER

Please complete a separate form for each brand.



**\$25,500**

1,750,000 display impressions  
1 Keyword Intercept



**\$41,500**

3,750,000 display impressions  
2 Keyword Intercepts  
FLIPP®

### PARTICIPATE IN INFLUENCER COLLABORATION?

Available to both tiers.

☐ Yes

☐ No

### PARTICIPANT INFORMATION

Contact \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Company \_\_\_\_\_ Participating Brand \_\_\_\_\_

Company Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Company Website \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### CONTACT INFORMATION

Marketing Contact \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Billing Contact \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### PAYMENT INFORMATION

Please select one: ☐ Full payment mailed with form *\*Make check payable to NFRA*

☐ Invoice my brand upon receipt of this form, net 30 days

**PLEASE RETURN FORM TO: TRICIA@NFRAWEB.ORG BY DECEMBER 1, 2025.**

*Note: This program is contingent upon a minimum of 13 participating brands.  
Funds will be reimbursed if full participation goal is not met.*

