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## **N.G.A. TO UNVEIL MAJOR RESEARCH PROJECTS AT FEBRUARY CONVENTION**

**ARLINGTON, Virginia (December 11, 2001)** – The National Grocers Association (N.G.A.) will feature five new research surveys that will be released at its annual convention and concept show, Supermarket Synergy Showcase (S3), February 11-14 in Las Vegas, Nevada.

These comprehensive surveys include:

- the N.G.A. Annual Marketing Survey;
- the N.G.A. Specialty Foods Survey;
- the N.G.A. Compensation and Benefits Survey;
- the National Supermarkets Research Group's Industry Shrink Survey; and
- the University of Minnesota's Industry Panel Survey.

All of the survey results will be presented in the context of providing useful and relevant information for N.G.A. members.

The Annual Marketing Survey reports on the effectiveness of retail marketing and reveals which strategies are successful when marketing consumer preferences. The Specialty Foods Survey will evaluate current supermarket practices and compare them to best in class. With the results, N.G.A. will develop a specialty foods roadmap for its members. The Compensation and Benefits Survey was compiled to assist N.G.A. members in the development of an effective employee compensation and benefits program. The results contain comprehensive salary information and other human resource management practices for all store level management positions, which is subdivided by company size, geographic area, and tenure. The Industry Shrink Survey reveals the most recent findings of what causes supermarket shrink, where it is, and how it can be reduced. The University of Minnesota's Industry Panel Survey provides industry-related information in areas such as operational performance, sales and profits, human resource practices and applied technology with thorough analysis, including benchmarking and comparative commentary.

"We are pleased to be presenting surveys of this stature, that provide both breadth and depth on critical challenges facing N.G.A.'s membership and the industry," said Frank DiPasquale, N.G.A. senior vice president.

According to N.G.A. President and CEO, Tom Zaucha, "We remain passionately committed to providing community and regionally focused independent operators with the information and tools to more effectively compete in our ever-changing industry. The quality of these educational projects reflect the complete educational experience that the upcoming Supermarket Synergy Showcase (S3) will make available to all those in attendance."

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N.G.A. is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry. An independent retailer is a privately owned or controlled food retail company operating in a variety of formats. Some are publicly traded but with controlling shares held by the family. Most independent operators are serviced by wholesale distributors, while others may be partially or fully self-distributing. Independents are the true "entrepreneurs" of the grocery industry and dedicated to their customers, associates, and communities. N.G.A. members include retail and wholesale grocers and their state associations, as well as manufacturers and service suppliers.

