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**K-VA-T FOOD STORES, COBORN'S INC.
NAMED BEST-OF-SHOW IN ADVERTISING, MERCHANDISING
AT N.G.A. ANNUAL CONVENTION**

ARLINGTON, Virginia (February 20, 2002) — On February 12, 2002, **K-VA-T Food Stores**, Abingdon, Virginia, and **Coborn's Inc.**, St. Cloud, Minnesota, were named Best of Show in the advertising and merchandising categories of the annual Creative Choice Awards, at the National Grocers Association Annual Convention in Las Vegas, Nevada. The awards were hosted by the National Grocers Association (N.G.A.) and Food Distributors International (FDI) and sponsored by Unilever HPC and Georgia-Pacific. The Best of Show winner in advertising and the Best of Show winner in merchandising each won a grand prize trophy and a spa vacation for two including airfare supplied by the sponsors.

Serving as judges were Dr. Rich George and Dr. John Stanton, Professors of Food Marketing at St. Joseph's University; Dr. Frank Gambino, Professor of Food Marketing at Western Michigan University; and Jay Rosengarten, President of the Rosengarten Group. The judges chose the finalists for the Best of Show and the winners were voted on and selected by popular vote at the convention.

K-VA-T's winning advertising entry from the Best Company to Company Marketing Presentation category, "**American Crossroads**" focused on the sometimes-overlooked negative effect that supercenters can have on small towns and businesses.

"What we liked about this particular piece first of all is multimedia, a great video – really captured the heart of the committee in the terms of the kinds of things that independent retailers are all about," said Judge Rich George. "Just well done. I'm sure it was very impactful given what this category is all about."

Coborn's Inc., winning merchandising entry from the Best Single Manufacturer Merchandising Event category, "**The Big Event**" was targeted very specifically to one of the most serious obstacles for independent grocers, which is the mega-stores.

"We liked this because it really is an event, it's a huge event. Parking lot trucks, it really encompasses the whole store – not just an end display, not just an aisle display," said Judge Jay Rosengarten. "Just a wonderful, wonderful encompassing program."

To view a complete list of all Creative Choice Awards winners, please visit the N.G.A. website at www.nationalgrocers.org.

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.

