

FOR IMMEDIATE RELEASE
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**Moo & Oink, Fresh Encounter Capture Best-Of-Show In Advertising,
Merchandising at N.G.A.'s Annual Creative Choice Awards**

WASHINGTON – Independent retailers Moo & Oink, of Chicago and Fresh Encounter, Inc., of Findlay, Ohio were named Best of Show in the advertising and merchandising categories of the annual Creative Choice Awards, presented at the National Grocers Association (N.G.A.) annual convention.

At a gala awards reception held Feb. 10, 2004 at The Paris Las Vegas Hotel, sponsored by Georgia-Pacific and Unilever HPC, Moo & Oink received the Best of Show in advertising for its “Summer People” in the Best Television Commercial category, while Fresh Encounter received the Best of Show in merchandising for its “End-Cap Display Contest” in the Best Center Store Merchandising category. For their achievement, both companies were awarded a grand prize trophy and a spa vacation for two, including airfare, supplied by the sponsors.

Serving as judges for the Creative Choice awards were: Rick Davis, GA Communications; Bill Drake, Cornell University; Frank Gambino, Western Michigan University; Rich George, St. Joseph’s University; Jon Seltzer, University of Minnesota; Jay Rosengarten, The Rosengarten Group; Phil Straniero, Western Michigan University; John Standon, St. Joseph’s University; Greg Teffertiller, GA Communications; and Stu Zlotnikoff, N.G.A.

Moo & Oink’s “Summer People” commercial showed an African-American family gathering for a Sunday barbecue. The commercial emphasizes the company’s themes of family, friends and food. Fresh Encounter’s End-Cap Display Contest generated excitement among the company’s associates, with store managers and associates competing for prize money to build creative displays that merchandise the center store and are fun for customers to shop. In the past year, Fresh Encounter has awarded more than \$18,200 in cash prizes to store associates and managers for their efforts in the contest.

All of the winning entries will be available in early March for viewing on the N.G.A. website at www.nationalgrocers.org. Other finalists for Best of Show were:

Advertising:

- Rouses Enterprises, Thibodeaux, La., “Bayou Boys and Catfish,” Best Television Commercial
- Shop ‘n Save Pittsburgh, Pittsburgh, “Pittsburgh Vintage Grand Prix,” Best Public Service Campaign
- Shop ‘n Save Pittsburgh, Pittsburgh, “Island Fest,” Best Advertising Campaign

Merchandising:

- Price Chopper Supermarkets, Schenectady, N.Y., “Rachel Ray – ‘Do It Better’ Campaign,” Best Fresh Foods Marketing
 - Harmons, Inc., West Valley City, Utah, “Foods From Around the World!” Best Specialty/Ethnic Marketing Event
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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. Most independent operators are serviced by wholesale distributors, while others may be partially or fully self-distributing. Some are publicly traded but with controlling shares held by the family and others are employee owned. 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, state grocers associations, as well as manufacturers and service suppliers.