



News Release

FOR IMMEDIATE RELEASE

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Contact: Christine Cunnick
National Grocers Association
(703) 516-0700

N.G.A. Announces Best of Show Finalists for the 2008 Creative Choice Awards Contest

Winners to be Revealed at the 2008 N.G.A. Annual Convention

ARLINGTON, VA – The National Grocers Association (N.G.A.) recently held the judging for their 2008 Creative Choice Awards Contest, where winners were selected in each of the 25 advertising and merchandising categories. A record number of entries were received this year, reflecting N.G.A.'s diverse membership base of independent retail grocery stores.

The Creative Choice Awards Contest recognizes the best advertising and merchandising efforts in the grocery industry. Creativity and innovation have consistently defined promotional activities in the industry, and the contest brings attention and acclaim to these fantastic events that are largely unseen outside of the local market.

In addition to selecting winners for each category, the judges also picked six Best of Show Finalists for Advertising and Merchandising:

Best of Show Advertising Finalists

- Associated Food Stores – “Cow Pies”
- Associated Food Stores – “Stop Underage Drinking Community Efforts”
- Big Y World Class Markets – “Northampton World Class Market Grand Re-Opening”
- Coborn’s – “Online Shopping”
- Price Chopper Supermarkets – “Making Strides Against Cancer ‘Laura’ Campaign”
- No Frills Supermarkets and SKAR Advertising – “TV and Poster Campaigns”

Best of Show Merchandising Finalists

- D&W Fresh Markets – “Sizzlin’ Salmon Showdown Promotion”
- Durham Marketplace – “Kaleida-Scoop Ice Cream Shop”
- Harmon City, Inc. – “Foods from Around the World”
- Harp’s Food Stores Inc. – “Diamond Earring/Northwest Cherry Giveaway”
- Mackenthun’s Fine Foods and SUPERVALU Northern Region – “Kids Week”
- West Seattle Thriftway and Northwest Grocers – “Taste of the Mediterranean”

Winners of the coveted Best of Show award in Advertising and Merchandising will be revealed during the Grocers Awards Reception at the 2008 N.G.A. Annual Convention on Wednesday, February 6, 2008 at 5:15 p.m. Each winner will receive a grand prize travel package, courtesy of the Kellogg Company and Unilever!

For more information about the Creative Choice Awards contest and a complete list of winners, visit the N.G.A. website at www.nationalgrocers.org.

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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 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. For more information about N.G.A. and the independent sector of the industry, see the N.G.A. website: www.NationalGrocers.org.