



MEDIA KIT

2020

1005 NORTH GLEBE ROAD • SUITE 250 • ARLINGTON, VIRGINIA 22201-5758
NATIONALGROCERS.ORG • (703) 516-0700



WHO WE ARE

For nearly 40 years, NGA has represented independent supermarket operators in every congressional district across the country and the wholesalers that service them. Independent grocers are the true entrepreneurs of the supermarket industry, tailoring their stores and products to best meet the needs of the communities they serve. Today, NGA remains the only trade association exclusively focused on representing the independent sector of the food industry.

WHAT IS AN INDEPENDENT SUPERMARKET?

An independent supermarket 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 independents 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.

We are local.

Independent grocers operate in rural towns, urban metropolises and everywhere in-between.

Independent supermarkets contribute almost \$14 billion in state and local tax revenue.



We are a significant portion of the US economy.

NGA MEMBERS OPERATE NEARLY 8500 STORE-FRONTs

Approximately 1,100 of NGA's 1,500+ members are **small businesses** fighting in one of the most competitive marketplaces to make their way in the world.

We are the backbone of main street USA.

U.S. INDEPENDENT SUPERMARKET INDUSTRY GENERATES OVER **\$131 BILLION** IN REVENUE ANNUALLY

INDEPENDENTS CREATE NEARLY **ONE MILLION** AMERICAN JOBS

CORPORATE LOGO & COLORS



Full Color Logo



One Color Logo



One Color Logo

PANTONE®

- PMS 485 CVC
- PMS 280 CVC

CMYK

- 0, 96, 88, 2
- 92, 71, 5, 16

RGB

- 238, 43, 49
- 31, 77, 141

HEX

- ed2b31
- 1f4d8d



LOGO USAGE

Logo Usage

The National Grocers Association Logo may be used in either full color or one color applications. The full color logo should be used where full color applications are possible. The one color logo should be used in applications like one color news paper ads or one color embroidery and screen print.

Registration Symbol

The National Grocers Association Logo must be displayed with the registration mark (®). The registration mark should not be included in normal correspondence like emails and memos.

Unacceptable Uses

This is a limited list of examples of unacceptable ways to use the National Grocers Association logo. Do not alter the logo in a way that diminishes the brand in any way.



SOCIAL MEDIA & CONTACTS



nationalgrocers.org



facebook.com/NationalGrocersAssn



[@NationalGrocers](https://twitter.com/NationalGrocers)



[@NGA_GR](https://twitter.com/NGA_GR)



linkedin.com/company/national-grocers-association



[@NationalGrocers](https://twitter.com/NationalGrocers)



youtube.com/user/NationalGrocers



pinterest.com/nationalgrocers

COMMUNICATIONS & MARKETING CONTACTS

Laura Strange

Senior Vice President, Communications & External Affairs

Jim Dudlicek

Director, Communications & External Affairs

Eric Payne

Manager, Communications

Mary Whitehead

Manager, Marketing & Digital Content

Membership inquiries: Please visit our Membership page [HERE](#) or email the Membership team at membership@nationalgrocers.org

Media inquiries: Please email communications@nationalgrocers.org

General inquiries: Please email feedback@nationalgrocers.org