



PEPSICO

HANDBOOK

24-25

THE COMPETITION IS IN THE BAG!

BestBagger.com



THANK YOU TO OUR TITLE SPONSOR



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ABOUT NGA

Since 1982, the National Grocers Association (NGA) has represented independent community grocers located in every congressional district across the country, and the wholesalers that service them. Also represented are affiliated associations, manufacturers, and service suppliers as well as other entrepreneurial companies that support NGA's mission and the independent supermarket industry. NGA works to ensure ongoing economic advancement and prosperity for America's independent community and remains the only trade association exclusively focused on representing the independent sector of the food industry.

Independent Supermarket Industry Economic Impact



**Nearly
1.2 million
jobs**



**\$42
billion
in wages
paid**

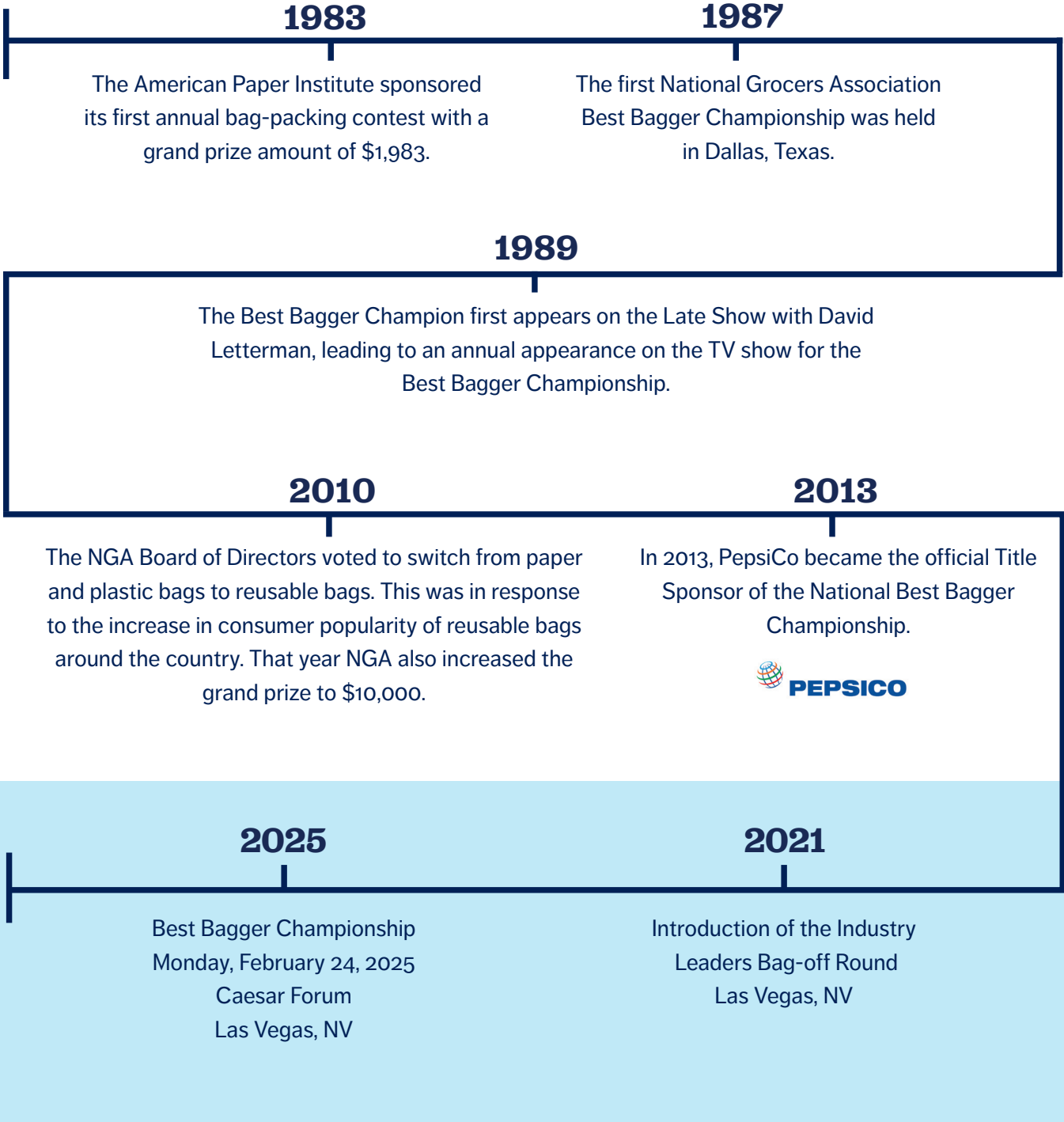


**\$255
billion to
the U.S.
economy**

At the
HEART
of the community



The NGA Best Bagger competition is a yearlong contest in which the top grocery baggers in the country compete to be crowned the National Best Bagger Champion at NGA's annual convention, The NGA Show. Contestants are judged on speed, bag-building technique, weight distribution between bags, style, attitude, and appearance.



INTRODUCTION AND HISTORY

NGA's Best Bagger Championship Hall of Fame			
YEAR	WINNER	STORE	STATE
1987	Jorge Baca	Fiesta Mart No. 4	Texas
1988	Kelly Larrabee	Raley's Supermarket	California
1989	Caren Callaghan	Olsen's Food Store	Washington
1990	Mark Cutshall	Baker's IGA	Ohio
1991	Keith Palch	Hartville IGA	Ohio
1992	Kris Gossett	Marsh's West Jackson Store	Indiana
1993	Bob Dropinski	Baker's Supermarket	Nebraska
1994	Jeff Stearns	Fareway Stores, Inc.	Iowa
1995	Brad Boudreaux	Rouses	Louisiana
1996	Mike Dahm	Fareway Stores, Inc.	Iowa
1997	Allen Weimerskirch	Fareway Stores, Inc.	Iowa
1998	Frank Urbanic	Tops Markets	Ohio
1999	Gwenn Honda	Ralph's Grocery Company	California
2000	Mike Mechura	Fareway Stores, Inc.	Iowa
2001	Micah Crapo	Smith's Food & Drug Stores	Utah
2002	Dawn Marshall	Pathmark Stores	Pennsylvania
2003	Darcie Berndt	Martin's Super Markets	Indiana
2004	Tina Tasso	The Kroger Co.	Georgia
2005	Emily Jensen	Macey's	Utah
2006	Jason Zitko	Dierbergs Central Office	Missouri
2007	Brian Bay	Macey's	Utah
2008	Erika Jensen	Macey's	Utah
2009	Francisco Palacios	Fry's Food and Drug Stores	Arizona
2010	Kyle Perry	Martin's Super Markets	Indiana
2011	Krystal Smith	Hannaford Supermarkets	Vermont
2012	Stephanie Teteak	Larry's Piggly Wiggly	Wisconsin
2013	Andrew Boracchini	Metropolitan Markets	Washington
2014	Andrew Hadlock	Macey's	Utah
2015	David Tochinsky	Rousauers Supermarkets	Washington
2016	Candice Lastimado	Metropolitan Markets	Washington
2017	Brady Long	Buehler's	Ohio
2018	Trevor DeForest	Fareway Stores, Inc.	Iowa
2019	Dwayne Campbell	Hy-Vee	Iowa
2020	Nicole Cote	Hannaford Supermarkets	Maine
2021	Ben Miller	Hy-Vee	Iowa
2022	Alexa Sobsey	Nugget Market	California
2023	Karli West	Macey's	Utah
2024	Madison Ireland	Harmon's Grocery	Utah

Objective:

- To encourage the teaching and development of the particular knowledge and skills of successful bagging and customer service.
- To provide the opportunity for all supermarket operators to organize Best Bagger Competitions, thereby promoting knowledge and interest in successful bagging and customer service skills.
- To promote good organization, fair competition, and good sportsmanship through friendly competition.
- To incorporate customer service knowledge and skills into the learning experience of bagging groceries.

Organizers should encourage staff that spends **at least 40%** of their time at work in the front-end, bagging customers' groceries to compete in a Best Bagger competition. A bagger's **primary duties must be classified as front-end staff and must have a non-managerial title, role, and set of responsibilities** in order to be eligible to compete. A Best Bagger competition has served its purpose **when the baggers have learned better bagging techniques, sportsmanship, and customers service skills.**

These rules are intended to establish standards for Best Bagger competitions while allowing flexibility in state and retailer level organizations. Any contingency not covered herein should be referred to the National Grocers Association Best Bagger Coordinator.

Form of Competitions

1. Organizers are free to hold as many competitions as they wish.
2. Competitions may be organized over a period of one or two days if necessary.
3. Organizers are encouraged to hold competitions in "heats" with multiple Baggers competing against each other at a time.
4. Organizers are required to hold a "Bag Off" contest if there are multiple winners in a state to determine who will represent the state at the National Best Bagger Championship.

Eligibility

1. A bagger's primary duties must be classified as front-end staff and must spend at least 40% or more of their time at work bagging groceries.
2. To be eligible, all baggers must have a non-managerial title, role, and set of responsibilities.
3. There shall be only one Bagger allowed to compete from each state at the National Best Bagger Championship.
 - a. Organizers with store locations in multiple states may enter a Bagger from any state where their organization has locations.
 - b. Baggers do not have to hold residency within the state they are representing at the National Best Bagger Championship.

SECTION 2: THE COMPETITION

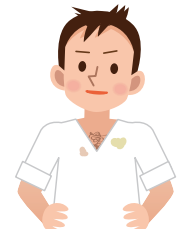
4. State Associations holding a state-wide contest shall only accept contestants from companies in their state.
 - a. There shall be only one contestant per retail location
 - b. If there is more than the number allotted per company, a “Bag Off” must be held at the company level to determine the contestant(s) for the state event.
3. All contestants must be of legal working age in their home state
4. Previous National Best Bagger Champions are not eligible to compete.
5. Due to the location of the National Best Bagger Championship, Baggers 20 years old or younger shall have at least one chaperone who must be at least 21 years of age.

Dress

All contestants should present a neat appearance in uniform during a Best Bagger Competition.



**ACCEPTABLE
DRESS**

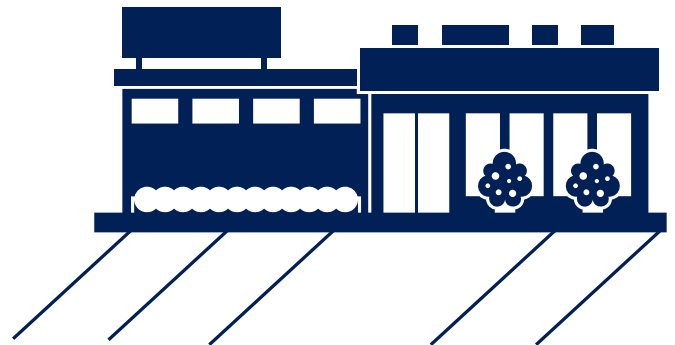


**UNACCEPTABLE
DRESS**

The Perfect Bagging Location

When organizing a Best Bagger Competition, it is important to have the competition space that fits the organizer. What may work for a state association may not work for a retailer- and that is OK! Make sure that you have a designated area for contestants to gather and wait their turn, ample space for the Judges to weigh and calculate the heats, as well as an area for the audience to observe. Below is a list of example locations and venue possibilities for competitions of all sizes.

- Store front parking lot
- State fair
- Church parking lot
- Local food bank
- Local high-school parking lot
- Store check stands
- Local mall parking lot
- Convention center



*PLEASE NOTE: Due to the COVID-19 pandemic there are a number of new considerations hosts must plan for. Please review the COVID-19 event best practices on page 28.”

Best Bagger Equipment

The National Grocers Association encourages every Best Bagger Competition Organizer to be creative with their contest while following the rules. **Whatever an Organizer decides to do must be the same for all contestants.** Below is a list of required and optional equipment needed to host a Best Bagger competition.

REQUIRED EQUIPMENT



Tables or check stands for each bagger in a heat



Microphone and sound/PA system



Racks to hold bags open



At least two electronic scales



At least two calculators



A stopwatch for each timer



Score sheets



Reusable bags for heat



Two complete sets of groceries per check stand



Grocery item labels for each check stand

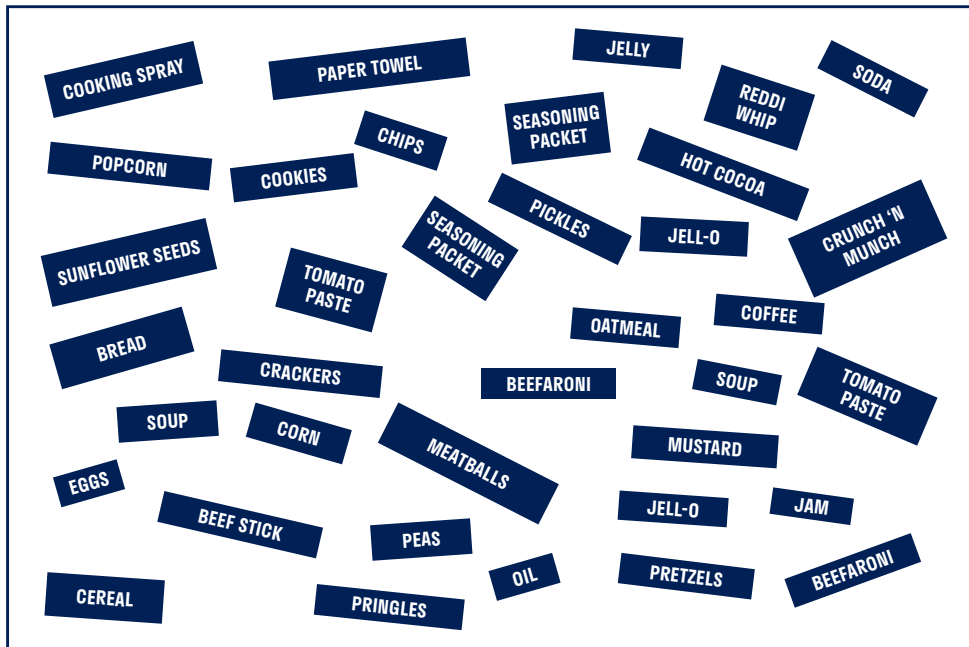
OPTIONAL EQUIPMENT

- Whistle
- Decorations
- Contest t-shirts/ uniforms for the organizers Best Bagger team
- Signs acknowledging event sponsors



Check Stand Set-Up

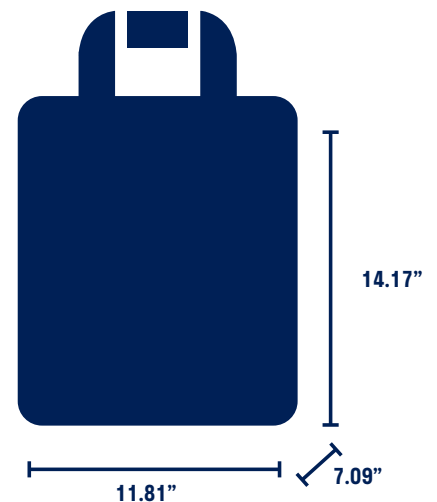
Best Bagger Organizers must do the same check stand set-up for each contestant. Each contestant will bag identical grocery orders consisting of 30 to 38 commonly purchased items. A recommended grocery list is provided for you in this handbook on page 22. Below you will find an example of a proper check stand set-up of grocery items with labels.



Bags

Organizers may choose to do two rounds each with different types of bags, plastic and reusable, to determine which Bagger is the winner of their competition. **It is highly encouraged to use only reusable bags at all levels of Best Bagger Competitions since reusable bags are used at the National Best Bagger Championship.** The dimensions of the bags used at the National Best Bagger Championship are 14.17 x 11.81 x 7.09 - length x width x side gusset.

Once a winner has been determined to represent your state at the National Best Bagger Championship, it is the state's or sponsoring store's responsibility to contact NGA for official competition bags to practice with for the National Best Bagger Championship.



To make this request, please email bestbagger@nationalgrocers.org or call the NGA office at 202-938-2570.

! Exception to Rules

It is recognized that some limitations may from time to time exist, which make it impossible or impractical for a Best Bagger competition to fully comply with the rules set forth in this handbook. In such cases, the organizer of a Best Bagger competition shall make every effort to comply with the intent of these rules if an exception must be made. The organizer should use restraint in making “house rules” and do so only if it is in the best interest of the baggers and the event.

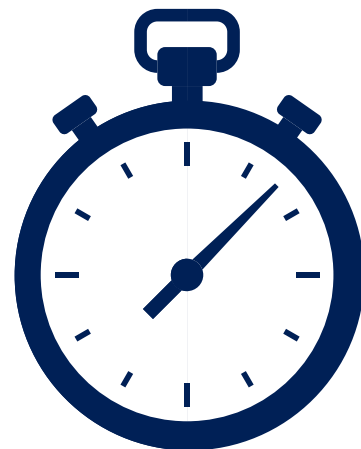
Time:

How quickly a bagger bags his/her grocery order properly is an important factor in determining a winner of a Best Bagger competition. No heat should last longer than two minutes.

A timer shall begin the stopwatch when the emcee starts the heat with a verbal command, and stop the stopwatch when the bagger has raised his/her hands above his/her head. Once the bagger has raised his/her hands above his/her head, his/her time will stop and they will not be allowed to touch the check stand or bags. If a bagger partially raises his/her hands not above his/her head the time will continue and he/she can pick up any missed items and place them in a bag, and then raise his/her hands above his/her head stopping the time.

Below you will find a broken-down list of average time per possible points. This is also located in the back of this handbook on the Best Bagger Individual Score Sheet.

TIME	POINTS
00:00 - 53:00 SECONDS	10
53:01 - 57:00 SECONDS	9
57:01 - 61:00 SECONDS	8
61:01 - 65:00 SECONDS	7
65:01 - 69:00 SECONDS	6
69:01 - 73:00 SECONDS	5
73:01 - 77:00 SECONDS	4
77:01 - 81:00 SECONDS	3
81:01 - 85:00 SECONDS	2
85:01 OR MORE SECONDS	1



Ties

A tie score situation is relevant in two situations.

1. Preliminary Heat Tie

When two or more baggers are tied for the finals.

- a. Total points the baggers earned for **speed** will determine the winner.
(Should a tie remain at this point)
- b. The bagger with the most points for building **technique** will be declared the winner.
(Should a tie remain at this point)
- c. The two baggers must bag again in a tie-breaker heat for final elimination.

2. Final Heat Tie

- a. Should there be a tie for first place, those baggers who are tied would take part in a tie-breaker heat. The tie-breaker heat would follow all procedures as in any other heat.
- b. Should there be a tie for a second and third place, follow the steps mentioned above under Preliminary Heat Tie.



Scoring

The bagger who scores the most points shall win the contest. Baggers are awarded points based off of speed, proper bag building technique, distribution of weight between bags, style, attitude and appearance. Below you will find a breakdown of points for each category. A Best Bagger Individual Score Sheet can be found on page 27.

Speed = 10 points total

Proper Bag Building Technique = 10 points total

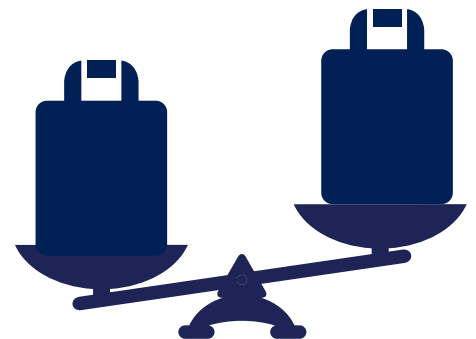
1. Cans and jars on the bottom of the bags (no cans on top of cans, jars on top of cans or other jars)
2. Boxes on the sides or walls of the bags (cannot be lying flat)
3. Crushable items on top of the bag
 - a. Eggs
 - b. Bread
 - c. Chips
4. "Filler" items are in spaces between items
 - a. Bag of sunflower seeds
 - b. Seasoning package
 - c. Jell-O boxes
5. No glass bottles next to each other (filler item separating them)
6. Bottles and other glass-encased items are in the center of the bag
7. Items are damaged (bent, torn, or dented)
8. Bags are disorderly (items just thrown in the bag)
9. Items left on the check stand (one point deducted for each item left on the check stand)
10. Bag or bags left on the rack(s)



Distribution of Weight Between Bags = 5 points total

To calculate the score, weigh each bag and record the weight. Subtract your lightest bag weight from your heaviest bag weight. Then subtract the difference you just found from the total possible points.

- Example: the heaviest bag weighs 13.15 pounds. The lightest bag weighs 12.05 pounds. The weight difference between the two bags is 1.1 pounds. Subtract this difference from the total possible points (5.00 – 1.1 = 3.9). The total points to be awarded is 3.9.



THE COMPETITION

Style, Attitude and Appearance = 5 points total

All contestants should present a neat appearance, be polite, and convey a customer- oriented attitude. Contestants will be judged in part on their composure and self-confidence.

Dropped Item During Heat

A bagger must pick up any dropped item. The one exception is when an item falls from the stage. In the interest of safety, we do not want the bagger diving after the item. In this case, an automatic one-point deduction will be taken from the “Bag Building Technique” score for that heat.



To ensure the Organizer has a successful Best Bagger competition, it is important to have a reliable Best Bagger team to help you. Below you will find a list of positions you will need to fill to create your Best Bagger team.

1. Emcee

- a. The perfect person for an emcee position is someone who enjoys speaking in front of a group. An ideal candidate might be a senior official in the organization, someone involved in the community, a local radio host, or a Member of Congress.
- b. Duties of an emcee are:
 - i. Explain the purpose of the Best Bagger competition
 - ii. Review the judging criteria
 - iii. Introduce each bagger
 - iv. Provide running entertaining commentary during the Best Bagger competition
 - v. Interview the Baggers after each heat
 - vi. Make sure the judges, timers, and baggers are ready before beginning each heat
 - vii. Start each heat with a verbal command
 - I. Example: "Ready! Set! Bag!"
 - II. **Must start each heat exactly the same**



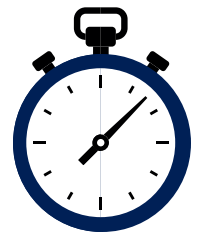
2. Judges

- a. You will need two Judges for your contest. Judges must be fair, consistent and impartial. An ideal candidate might be someone who has bagging experience. Do not have a judge for each check stand.
- b. Duties of a Judge are:
 - i. Complete the **bagging technique** section on the score sheet
 - ii. Weigh each bag on the scale provided
 - iii. Write down the weight of each bag on the score sheet before handing the **completed score sheet to the scorekeeper**



3. Timer

- a. You will need one timer per check stand. Timers are responsible for keeping time of each heat and are able to help re-set the groceries on the check stands if you do not have a designated re-setter. **Timers do not move or touch the bags.**
- b. Duties of a timer are:
 - i. Timers start the stop watch when the emcee gives the verbal command
 - ii. Timers stop the stop watch when the contestant has raised his/her hands above their head
 - iii. When the heat is completed, the timer writes down the baggers time on the score sheet then places it on top of one of the bags for the Judges
 - iv. When the heat is completed, the timer writes the check stand number on the bags so the judges know which bags belong to which bagger



4. **Scorekeeper**

- a. You will need at least two scorekeepers. Scorekeepers are responsible for assisting the judges with tallying up the final scores.
- b. Duties of a scorekeeper are:
 - i. Fill out a score sheet for each bagger and place it at the check stand prior to the beginning of each heat
 - ii. Add up the total of points on the score sheet after the Judge turns them in and check the scores with the other scorekeepers
 - iii. At the end of preliminary heats the scorekeepers present the four to five highest scores to the emcee so the baggers can be announced to “Bag Off” in the final heat



5. **Re-Setter**

- a. **This is an optional position.** You will need one person per check stand to assist the Timer and Judges when it comes to re-setting the grocery order for the next heat.
- b. Duties of a re-setter are:
 - i. Remove the already weighed bags to a holding area for easier access of the grocery order to prepare them for re-setting
 - ii. Re-set the grocery order before each heat
 - iii. Exchange any damaged groceries as needed in the grocery order before each heat
 - iv. Assist the timers and judges if they need it in calculating the score



6. **Organizer**

- a. An Organizer is the Best Bagger competition coordinator. An organizer is responsible for all aspects of the Best Bagger competition that is being held.
- b. Duties of an Organizer may or may not include:
 - i. Appoint a Best Bagger team and make sure they are familiar with the rules
 - ii. Find a location for the Best Bagger competition
 - iii. Oversee the budget plan
 - iv. Obtain sponsorship if necessary
 - v. Provide a handbook to all contestants
 - vi. Turn in the appropriate forms to the National Grocers Association found on their website
 - vii. Determine prizes and awards
 - viii. Market the competition
 - ix. Recruit Baggers to compete
 - x. Provide equipment necessary to host a Best Bagger competition
 - xi. Collect entry forms from each contestant prior to the Best Bagger competition
 - xii. Provide NGA with total number of contestants competing in your competition





Awards for preliminary and state competitions are very flexible. Ideally, the winner should have the opportunity to advance to the next stage of the competition such as the state or national competition. The winner from every state will receive a certificate and cash prize of \$250.00 from the National Grocers Association to be mailed after the conclusion of The NGA Show.

Prizes can include:

- Cash
- Best Bagger t-shirt
- Ribbon
- Trophy
- Travel expenses to the National Best Bagger Championship

CASH PRIZES

Cash Prizes for the National Best Bagger Championship winners are awarded after The NGA

Show in the amounts listed below:

- National Champion: **\$10,000.00**
- First Runner Up: **\$5,000.00**
- Second Runner Up: **\$1,000.00**
- Third Runner Up: **\$1,000.00**
- Fourth Runner Up: **\$500.00**

SECTION 5: BEST BAGGER SPONSORSHIP

Whether you are organizing a local level competition or a state-wide competition sponsorship opportunities are mutually beneficial. A sponsor benefits from either advertising, public awareness, product sales or some combination of these and you will benefit by having the burden of expenses lifted. Below you will find a guide for obtaining the appropriate type of sponsorship for your event.

1. The first step an organizer should take in planning a Best Bagger competition is figuring out the overall budget. What will it cost or items will you need to organize a successful competition? Once you have a budget set in place then you can determine just how much you will need from a sponsor or a combination of sponsors.
2. Create a list of target sponsorship prospects. This could be compiled of former contestants, local connections such as a radio station, and wholesalers.
3. Once you have a target list, plan what you are committing in return to your potential sponsor. This could be anything such as product placement, signage, logos in a program or on the website/through social media. Customize your commitment appropriately to fit the sponsor.
4. Create a compelling sponsor proposal. Make sure this letter/email contains the story behind your organization and the Best Bagger competition. As well as the sponsor benefits, your marketing plans, media opportunities, and the sponsor fees.
5. Customize each sponsor proposal to fit the intended audience.
6. Always thank your sponsors during and after the competition.
7. After the competition, be sure to ask for their commitment to sponsor next year's competition too!



The National Grocers Association highly recommends that you tell your story to local newspapers, tv stations and local radio stations. Local news outlets are easier to obtain coverage, as they focus on such a niche area, and your story involves the community relevant to their audience. To ensure coverage, contact at least fifteen to twenty media outlets- TV, newspapers, online news, and radio stations are all great places to start with. The more people you pitch to, the more likely you are to have your competition covered.

Items that can be helpful if you are wanting media coverage for your Best Bagger competition are listed below.

1. **Media Advisory**

- a. A media advisory alerts the media to upcoming events. This is an invitation that answers only the important questions: Who, What, When, Where, and Why
- b. Make sure you include contact information in your media advisory for the reporters to get more information for their pieces and the contact information you would like to be published
- c. Submit an media advisory two to four days prior to your Best Bagger competition

2. **Press Release**

- a. A press release should read like an article, with quotes and facts, to stimulate possible pick-up by small papers and to generate print and broadcast reports at larger outlets
- b. A press release creates an image and story that journalists can use alone or use as background when writing a story
- c. Submit a press release the day after your Best Bagger competition

The National Grocers Association has provided templates to use when contacting your local media. You can find these at the end of the Best Bagger Handbook on page 23 & 24. If you need help with social media, contact the National Grocers Association at bestbagger@nationalgrocers.org for assistance.



SECTION 7: MOCK BEST BAGGER EVENT TIMELINE

A key element in planning a successful, stress-free Best Bagger competition, is allowing enough time for both preparation and execution. What may work for a large State Association may not work for a retailer, so below you will find a sample time schedule that will serve as a guideline for both. Don't forget that one of the main points of this competition is to have fun – so make this competition your own!

Two to three months before the competition

1. Choose a location for your competition
 - a. You will need ample space for all of the following:
 - Equipment- tables, products, etc.
 - Contestants
 - Emcee
 - Timers/Re-Setters
 - Scorekeepers
 - Judges
 - Cheerleaders/Spectators
 - b. Example locations:
 - State Fairs
 - Parking Lots
 - Convention Centers
 - Community Theaters
 - Warehouse
2. Announce the competition to your employees via flyers or internal memos
 - a. Include:
 - Rules
 - Judging Criteria
 - Entry Form (for internal competitions)
 - Any incentives you may have as a prize for the winner
3. Turn in the appropriate Best Bagger competition form to the National Grocers Association's Best Bagger Coordinator at bestbagger@nationalgrocers.org

Six weeks before the competition

1. Encourage your employees who spend at least 25% of their time bagging to enter the competition.
 - a. Having trouble getting employees excited? Check out the following ideas to help gather support:
 - Prize for the winner
 - Give your contest a theme
 - Add a "spirit" award
 - Remind your employee that they have the opportunity to compete at the NGA National Best Bagger Competition in Las Vegas and vie for \$10,000.00 in prize money
 2. Begin recruiting your Best Bagger team
 - a. You will need the following:
 - One emcee
 - Two judges
 - One person as a timer/re-setter per check stand
You may need to wait until a week prior to the competition, so ask for volunteers for this role later since it depends on how many baggers you have competing per heat
 - Two scorekeepers
Again, you may need to wait until a week prior to the Competition, so ask for volunteers for this role later since it depends on how many baggers you have competing per heat
- 3. Publicize your Best Bagger Competition to the press and advertise on social media platforms. Need help? Let us know! NGA is happy to assist you with marketing initiatives.**

Four weeks before the competition

1. Announce your Best Bagger competition to your customers
 - a. NGA is more than happy to assist you in creating promotional items for you to use in your store and/or on social media platforms
2. Invite your local and state representative to come to your Best Bagger competition
3. Double check that you have all that you need to run a successful Best Bagger competition



One week before the competition

1. Send out media advisories and press releases to your local media
2. Send rules and judging instructions to Judges
3. Double check that you have everything you need to run a successful and fun Best Bagger competition

MOCK BEST BAGGER EVENT TIMELINE

Two hours before the competition

1. Set up your Best Bagger competition space
 - a. Don't forget your product labels!
 - b. See page 10 of the Best Bagger Handbook for examples of proper set-up
2. Check to make sure that all equipment works properly

One hour before the competition

1. Best Bagger team arrives
2. Go over the rules with your Best Bagger Team
3. Do an example heat so that your Best Bagger Team knows what to expect

Thirty minutes before the competition

1. Baggers arrive
2. Review the rules with your Best Bagger contestants
3. Most importantly....Have fun!



SECTION 8:

GROCERY ORDER

Each contestant will bag identical grocery orders consisting of 30 to 38 commonly purchased items. Feel free to use this list or make up your own. **No advance grocery order will be available for the National Best Bagger Championship.**

ITEM	QUANTITY	ITEM	QUANTITY
13 oz. glass jar of jelly/jam	2	Loaf of bread	1
16 oz. glass jar of pickles	1	8 oz. bag of pretzels	1
6 oz. box of Crunch'n Munch	1	11.3 oz. can of coffee	1
17.4 oz. box of popcorn	1	96 oz. mini 8 pack of soda	1
7.3 oz. box of Instant Hot Cocoa	1	16 oz. bag of chips	1
11.7 oz. box of crackers	1	Large eggs	1 dozen
20 oz. box of cereal	1	16.3 oz. plastic bottle of Wesson Oil	1
6 oz. can of cooking spray	1	6.41 oz. container of Pringles	1
15 oz. cans of Chef Boyardee Beefaroni	2	1.62 oz. packet of seasoning	2
6 oz. can of tomato paste	2	6 oz. bag of sunflower seeds	1
15 oz. cans of soup	2	Slim Jim Beef Stick	1
28 oz. cans of corn/peas	2	Roll of paper towels	1
14.5 oz. can of Chef Boyardee Spaghetti & Meatballs	1	18 oz. package of cookies	1
12 oz. plastic container of mustard	1	Box of Jell-O pudding	2
7 oz. can of Reddi Whip	1	2.46 oz container of oatmeal	1



MEDIA ADVISORY TEMPLATE

FOR IMMEDIATE RELEASE: CONTACT:
[DATE] [CONTACT INFO]

MEDIA ADVISORY

**[STATE ASSOCIATION/STORE NAME] to Hold [STATE/AREA]'s
Best Bagger Competition**

Winner will compete for \$10,000 Grand Prize at National Championship

WHAT: [STATE ASSOCIATION/STORE NAME] will host the [STATE/AREA]'S [XX]th annual Best Bagger Competition for supermarket employees, demonstrating a superior core customer service skill in a friendly competition.

WHEN: [DATE] at [TIME]

WHERE: [STATE ASSOCIATION/STORE NAME]
[ADDRESS]

WHO: Best Bagger competitors representing large regional food retailers as well as small local operators from throughout the state will vie for a chance to face-off against other Best Baggers from across the county and claim the title of the National Grocers Association Best Bagger Champion.

CONTACT: [NAME], [EMAIL], [PHONE NUMBER]

DETAILS: In addition to a year's worth of "bagging rights," [STATE/AREA]'s crowned Best Bagger will go on to compete at the national championship for a \$10,000 grand prize.

For more information on the NGA National Best Bagger Competition, visit www.bestbagger.com.

PRESS RELEASE TEMPLATE

[INSERT State Association/Host Name] Holds [INSERT State] Best Bagger Competition

Winner will compete for \$10,000 Grand Prize at the NGA Best Bagger Championship

{CITY, STATE} – Competing against ## other competitors from across the state, [NAME] of [STORE] in [CITY, STATE] took home first place of the [INSERT STATE] Best Bagger Competition.

[NAME] will go on to compete at the National Grocers Association (NGA) Best Bagger Championship, at NGA's annual convention, The NGA Show.

Contestants are judged by speed of bagging, proper bag-building technique, weight distribution in the bag, as well as style, attitude and appearance.

In addition to taking home “bagging rights” for the year, the national winner will be awarded with the \$10,000 grand prize. Second place winner received \$5,000, while third to fifth place contestants will receive cash prizes as well.

The NGA Best Bagger Championship, generously sponsored by PepsiCo, is the culminating event of a yearlong nationwide contest, in which the winning contestant from each participating state is eligible to compete in the annual national Best Bagger Championship.

About NGA

NGA is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry. An independent community grocer is a privately owned or controlled food retail company operating a variety of formats. The independent grocery sector is accountable for more than 1 percent of the nation's overall economy and is responsible for generating more than \$250 billion in sales, 1.1 million jobs, \$39 billion in wages and \$36 billion in taxes. NGA members include retail and wholesale grocers, state grocers associations, as well as manufacturers and service suppliers. For more information about NGA, visit www.nationalgrocers.org.



BEST BAGGER COMPETITION HOST ENTRY FORM

Please print neatly and complete the form below with details regarding your state Best Bagger competition. If you have any questions, please call the National Grocers Association at 202-938-2570 or email bestbagger@nationalgrocers.org.

Organization Name: _____
State(s)/Area(s) represented: _____
Contest Contact Name: _____
Email: _____
Phone Number: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____

YES, We plan on holding a Best Bagger Competition this year. Our competition is scheduled for the following date and location:
Date: _____
Time: _____
Location: _____
Web link to participation information: _____

NO, Our company will not host a Best Bagger competition this year.

Please email this form back to the National Grocers Association at bestbagger@nationalgrocers.org



NATIONAL BEST BAGGER CHAMPIONSHIP ENTRY FORM

Please print neatly and complete the form below. If you have any questions, please call the National Grocers Association at 202-938-2570 or email bestbagger@nationalgrocers.org.

Sponsoring Contestant: _____
State Association, Retailer, Wholesaler

Mailing address: _____

City: _____ State: _____ Zip: _____

Contest Coordinator: _____

Phone: (____) _____ Email Address: _____

Date of Competition: _____

What prizes does your state/retailer give the winner? _____

Contestant's Retailer: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Point of Contact: _____

Phone: (____) _____ Email address: _____

Company President: _____ Email address: _____

Best Bagger Contestant: _____

Home address: _____

City: _____ State: _____ Zip: _____

Home Phone: (____) _____ Cell Phone: (____) _____

Email address: _____ Age: _____

Number of years bagging: _____ Year in high school/college: _____

Contestant fun fact: _____

Why are you passionate about becoming the Best Bagger, and how do you plan on preparing for the championship? Information provided may be used for press releases, website announcements, marketing materials, and social media posts. _____

**Submit form, contestant headshot and contestant W9 to:
bestbagger@nationalgrocers.org once you have selected a winner.**

NOTES



THE COMPETITION IS IN THE BAG!

| BestBagger.com