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# News Release

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FOR IMMEDIATE RELEASE  
February 6, 2008

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## **N.G.A. AWARDS THE CREATIVE CHOICE AWARDS BEST OF SHOW WINNERS FOR ADVERTISING AND MERCHANDISING**

**ARLINGTON, VA**, -- The National Grocers Association (N.G.A.) is pleased to announce the Best of Show Winners for the 2008 Creative Choice Awards Contest which was held during the Grocers Awards Reception at the 2008 N.G.A. Annual Convention and Supermarket Synergy Showcase, at the Paris Las Vegas Hotel in Las Vegas, Nevada, February 5-8, 2008.

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.

The winner for **Best of Show in Advertising** was **No Frills Supermarkets**, submitted by SKAR Advertising, for their "Lima Bean" and "Be Pickier" Ad -and- "TV and Poster Campaign". No Frills' first and second quarter 2007 advertising highlighted the fresh foods categories while noting their traditionally low prices in a clean and integrated campaign. Print ads for the meat department focused on No Frills USDA Choice Beef, and were supported by a humorous :30 TV spots and in-store posters. No Frills' selection of prepared foods in the deli department and the freshness of their product were also featured in TV spots and on in-store posters. The chain also reinforced their commitment to low prices with "Price Patrol" :30 TV spot and in-store poster. No Frills' indicated that during the January-May 2007 promotional period sales increases ranged from 3 to 4 percent against the prior year.

The winner for the **Best of Show in Merchandising** was **Harp's Food Stores Inc.** for their "Diamond Earring/Northwest Cherry Giveaway". "We strive to have the best quality foods available in our marketplace. Northwest Cherries/Sage had one of the finest crops ever and it a natural fit for our quality image. Diamonds earrings are still girls' best friend and the promotion proved to be very popular. Harp's Food Stores partnered with Sage and developed a unique sign that showed high quality cherries and a local jeweler from Overland Jewelry to put on the show" Harp's Food Stores indicated that this promotion was executed June 20-July 18, 2007 and had a 42% sales increase over the previous year.

The winners were selected out of 25 different advertising and merchandising categories. This years contest had a record number of entries, 460 total entries – up 25 percent over last years contest. All entries were judged by a panel of industry experts, and winners were selected based on the creativity, clarity and effectiveness of the entry.

Winners of the coveted Best of Show Award in Advertising and Merchandising received a grand prize travel package, courtesy of the Kellogg Company and Unilever.

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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](http://www.NationalGrocers.org).