



## MINNESOTA GROCERS ASSOCIATION

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### **Grocers Recognize Jeff Noddle**

St. Paul – Jeff Noddle, Executive Chairman of SUPERVALU was honored by the Minnesota Grocers Association with an induction in to the MGA Hall of Fame. The Hall of Fame Award is given to individuals who have been outstanding in their field and have contributed to the well-being of others over a long career in the Minnesota food retail industry. The award was presented by Janel Haugarth, Executive Vice President; President & COO, Supply Chain Services of SUPERVALU at the MGA Annual Convention which was attended by over 375 of Noddle's peers on July 26, 2009 at Madden's Resort in Brainerd, MN.

Noddle recently retired as CEO from SUPERVALU, a company with approximately \$42 billion in annual sales. Serving more than 2,500 independent stores and 2,500 corporately owned stores, Supervalu is America's leading food distributor, its third largest food retailer and employs around 180,000 people.

Noddle got his start in the industry at 15 as a bagger at a Central Market store making 75 cents an hour plus tips. With a deep-rooted foundation of compassion, a strong work ethic and the willingness to help those in need, he has been responsible for success after success in his career.

Noddle has been extremely proactive in promoting diversity within SUPERVALU, bringing the message industry wide. He has increased SUPERVALU's charitable giving, which includes longtime support for the MDA and Jerry's Kids and efforts for the American Heart Association's Go Red for Women health campaign. He is personally a long-time supporter of the Jewish Foundation and he's the 2009 chair for the Twin Cities United Way's fundraising effort. In 2007, Noddle helped launch the SUPERVALU Assist program, which is focused on helping SUPERVALU associates and their families in times of need.

Noddle has earned respect and admiration for a lifetime of outstanding leadership. His commitment to the betterment of the retail food industry both on the local and national landscape exemplifies the criteria for the MGA Hall of Fame Award. His induction to the MGA Hall of Fame is a well deserved acknowledgement of his achievements.

Jeff and his wife Linda have two daughters, Julie and Stacy, and five grandchildren.

*The Minnesota Grocers Association is a state trade association representing the food retail industry since 1897. With over 200 retail members operating nearly 1,200 stores statewide, as well as 120 manufacturers and distributors, the MGA is truly the voice of the industry. Our member companies employ over 85,000 union and non-union Minnesotans. Focusing on the importance of the consumers, careers and communities, we actively advance the common interests of all those engaged in any aspect of the retail food industry as a leader and advocate in government affairs.*

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