

# NEWS RELEASE



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## **Grocers Recognize Jim Briggs as 2016 Outstanding Vendor**

St. Paul, MN – August 8, 2016 – Jim Briggs of 7up/Snapple Bottling Group in S. St. Paul, MN was honored by the Minnesota Grocers Association (MGA) with its 2016 Outstanding Vendor Award. This award is given to those who show innovation in customer support, excellence in customer service, as well as involvement in the MGA. The award was presented on July 31, 2016 at the MGA Annual Conference which was attended by over 300 members of the Minnesota food industry.

Born and raised in St. Paul, Briggs started in the industry working for Country Club Markets while attending Hill-Murray High School. He continued his career at Country Club Markets, moving through the ranks from category manager positions to store manager. After 14 years with Country Club Markets, Briggs made the decision to transition to a sales management role at Jack's Pizza, where he oversaw its Twin Cities operations.

Briggs joined 7up/Snapple Bottling Group in 2001. In less than two years, Briggs was managing the greater Twin Cities market, which includes part of western Wisconsin. He currently manages a staff of 200 and oversees most of the operations from the Twin Cities warehouse. Under his leadership, the branch has doubled its sales, winning his business unit's coveted Denny Cup two years in a row, beating out 49 other branches. Briggs was one of the few chosen to attend the 7up/Snapple's Developing Leader program. This is an elite group, and he was in the first graduating class.

Briggs has served on the board of directors for both Camp Courage and Second Harvest Heartland. He is an active member of the MGA, serving on its Vendor Leadership Committee for years, and supports the MGA's programs and events.

Briggs and Barb, his wife of 28 years, live in Shoreview.

Briggs has earned respect and admiration for his outstanding commitment to the community and food industry making his selection as the 2016 Outstanding Vendor a well-deserved acknowledgement.

*The MGA is a state trade association representing the food industry since 1897. We have over 200 retail members with nearly 1,100 stores statewide, as well as approximately 100 distributors and manufacturers. Our member companies employ over 125,000 union and non-union Minnesotans. We actively advance the common interest of all those engaged in any aspect of the food industry as a leader and advocate in government affairs.*

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