

NEWS RELEASE



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Contact:

Jamie Pfuhl, President
Minnesota Grocers Association
(651) 228-0973
jpfuhl@mngrocers.com

Minnesota Grocers Association Awards Six Minnesota Companies for Efforts to Fight Hunger

“Minnesota’s Own” Campaign Donated over 34 Million Meals Since 2008

St. Paul, MN – March 2, 2016 – The Minnesota Grocers Association (MGA) announced the Silver Plate Award, Circular, and Best Marketing Campaign winners of its 2015 “Minnesota’s Own” display contest. The contest is part of a state-wide campaign coordinated annually by the MGA that engages Minnesotans in the fight to end hunger in their communities. Since 2008, participants in the “Minnesota’s Own” program have provided over 34 million meals to hungry families in Minnesota.

“Minnesota’s Own” brought together numerous retail members, vendor partners, and community food banks to fill local food shelves across the state. Participating stores and vendor locations offered multiple opportunities for consumers to contribute to the campaign by checking hunger off their lists. Some stores encouraged customers to donate grocery items in-store or round up their purchase totals at the register, contributing the price difference to feed local families. Others prominently displayed the names of customers who donated money on shopping list icons in their stores.

“The success of the ‘Minnesota’s Own’ campaign is driven by the exceptional efforts and generosity of our members, vendor partners, community food support agencies, and most significantly, Minnesota’s grocery customers,” said Jamie Pfuhl, president of the MGA. “The excitement and dedication demonstrated by all partners, participants, and community members is inspiring. We are proud to play a role in this collective effort to end hunger in Minnesota’s communities. Congratulations to our Silver Plate, Circular, and Best Marketing Campaign award winners for their wonderfully creative, engaging, and effective efforts.”

The winners of the Silver Plate Award created in-store displays that best depicted the “Fight to End Hunger” campaign and were required to use a combination of in-store advertising and vendor products. In addition to the award, each winner will receive \$1,000 to donate to the food charity of its choice on behalf of the “Minnesota’s Own” program.

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The **Best Single Creative Display** Silver Plates were awarded to one vendor and one retailer who created a central theme that educated consumers about the fight to end hunger. The

Baxter Cub Foods in Baxter won the retail category and **Post Consumer Brands**, based in Lakeville, won the vendor category for their display at Coborn's in Sauk Rapids.

The **Best Overall Program Support** Silver Plates were awarded to one vendor and one retailer that met the above requirements, as well as collaborated with other campaign participants. The retailer award in this category was presented to **Chris' Food Center** of Sandstone, and the vendor award went to **KEMPS**, in St. Paul.

There are two additional award categories from the 2015 "Minnesota's Own" program display contest: Best Circular Award and Best Marketing Campaign Award. In addition to the award, each winner will receive \$500 to donate to the food charity of its choice on behalf of the "Minnesota's Own" program.

The **Best Circular Award** was presented to a company who demonstrated excellence by encouraging greater program outreach and engagement with local communities and by expanding awareness and reach of the program via retail circulars. This year's Circular Award went to **Miner's, Inc.**, of Hermantown.

New this year, the **Best Marketing Campaign Award** was given to a company who marketed their brand industry wide in conjunction with our fight against hunger. This year, **Faribault Foods, Inc.**, in Faribault was awarded the Best Marketing Campaign Award.

"The hard work of all MGA's members and grocery consumers was critical to helping improve the lives of Minnesota families in need," said Rob Zeaske, CEO Second Harvest Heartland. "We're so appreciative of the consumers, grocery stores, and vendors for their contributions to help provide stability to so many people in these tough times. Sincere thanks to the retail food industry for this important work."

***The Minnesota Grocers Association** 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.*

***Second Harvest Heartland** is one of the nation's largest, most efficient and most innovative food banks. In 2015, our work provided more than 77 million meals to nearly 1,000 food shelves, pantries and other partner programs serving 59 counties in Minnesota and western Wisconsin. Second Harvest Heartland helps relieve hunger not only by sourcing, warehousing and distributing food, but through data-driven thought leadership and community partnerships that help improve the region's larger hunger relief system. For more information, visit 2harvest.org or call 651.484.5117.*

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