LOCAL SUPERMARKET WINS MARKETING AWARD


The Master Marketer competition annually rewards SUPERVALU-affiliated grocers in a variety of categories for their advertising initiatives, community programs, in-store promotions and sales events. More than 300 nominations were submitted by retailers in the company’s Northern and Western region, which serves retail locations in Alaska, California, Idaho, Indiana, Iowa, Kentucky, Michigan, Minnesota, Montana, North Dakota, Ohio, Oregon, South Dakota, Washington, West Virginia, western Wisconsin, Wyoming, and Guam.

Dissmore’s IGA, Pullman, Washington (store owners, Archie McGregor III and Brian McGregor) had two of the three finalists in the Radio Spots category (stores larger than 30,000 square feet), with commercials for their Deli and Bakery departments. The Bakery spot was chosen as the overall winner in its category. Both commercials were written and produced by Rod Schwartz of FirstStrike Advertising for Pullman radio stations KQQQ NewsTalk 1150 and HitRadio 104.3. According to Dissmore’s IGA Store Manager Trev McCuaig, “A big thank you to our Dissmore’s team and to Supervalu. I would also like to thank all our customers that shop Dissmore’s for their business. And thank you to Rod Schwartz for his professionalism and witty way of making radio advertising fun for us here at Dissmore’s.”

Standing (L-R) in front of Dissmore’s IGA’s Bakery: Archie McGregor III, co-owner; Rod Schwartz, creator of the winning commercials; Trev McCuaig, store manager (photo by Michelle Ross)
FOR IMMEDIATE RELEASE - 23 Aug 2012

Master Marketer Award trophy (photo by Rod Schwartz)
Here is the complete list of winners, based on store size:

**30,000 square feet and smaller**

- **Extra Effort Advertising** – Radermacher’s Fresh Market of Jordan, Minn.; store owned by Radermachers Holdings, Inc.
- **Grand Opening/Anniversary** – Lunds Hennepin Ave., Minneapolis, Minn.; store owner, Lund Food Holdings
- **Public Service/Community** – Dick’s Fresh Market, River Falls, Wisc.; store owner Dick Rinehart
- **Fresh Departments** – Jim’s Market, Canby, Minn.; store owner Paul Huber
- **Center Store** – Big T IGA, Big Timber, Mont.; store owner, Aaron Boshart
- **Website/Social Media** – Ron’s Supervalu, Deshler, Ohio.; store owner, Ron Budde
- **Private Brands** – C & K Market Inc. of Brookings, OR
- **Industry Promotion** – Ocean Shores IGA, Ocean Shores, Wash.; store owner, Tyler Myers
- **Radio Spots** – Tauer’s Supervalu of Springfield, Minn.; store owner, Paul and George Tauer
- **TV Commercials** – Almsted’s Fresh Market, Crystal, Minn.; store owner, Jim Almsted

**Larger than 30,000 square feet**

- **Extra Effort Advertising** – Chehalis Shop’ n Kart, Chehalis, Wash.; store owner, Darris McDaniel
- **Grand Opening/Anniversary** – Food Fair Markets, Barboursville, W. Virg.; store owner, Charles Forth
- **Public Service/Community** – Miner’s Inc., Hermantown, Minn.; store owned by, Miner’s Inc.
- **Fresh Department** – The Markets of Bellingham, Wash.; store owned by The Markets LLC
- **Center Store Department** – Fiesta Foods of Pasco, Wash.; store owner, Craig Gaylord
- **Website/Social Media** – Pete’s County Market, Alexandria, Minn.; store owner, Neil Peterson
- **Private Brands** – The Markets of Bellingham, Wash.; store owned by The Markets LLC
- **Industry Promotion** – Gordy’s County Market of Eau Claire, Wis.; store owned by Gordy’s Inc.
- **Radio Spots** – Dissmore’s IGA, Pullman, Wash.; store owners, Archie McGregor III & Brian McGregor
- **TV Commercials** – Dissmore’s IGA, Pullman, Wash.; store owners, Archie McGregor III & Brian McGregor
- **TV Commercials** – Category Tie - Gordy’s County Market of Eau Claire, Wis.; stores owned by Gordy’s Inc. and Remke bigg’s of Erlanger, Ky.; store owner, Bill Remke

**About SUPERVALU INC.**
SUPERVALU INC. is one of the largest companies in the U.S. grocery channel with annual sales of approximately $35 billion. SUPERVALU serves customers across the United States through a network of approximately 4,400 stores composed of 1,101 traditional retail stores, including 798 in-store pharmacies; 1,336 hard discount stores, of which 939 are operated by licensee owners; and 1,950 independent stores serviced primarily by the Company's food distribution business. SUPERVALU has approximately 130,000 employees. For more information about SUPERVALU visit [www.supervalu.com](http://www.supervalu.com).

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