



**MASTER MERCHANDISER AWARDS  
PRIX DE MAÎTRE MARCHANDISEUR**



**EMBARGOED UNTIL TUES. OCT. 26, 2021 – 5:00pm EST**

**2021 MASTER MERCHANDISER AWARDS WINNERS ANNOUNCED**

**TORONTO** - Awards for the best merchandising displays in Canadian grocery were presented at GIC LIVE @ HOME's Master Merchandiser Awards on October 26, 2021. The Canadian Federation of Independent Grocers' (CFIG) Master Merchandiser Awards Program honours and recognizes best point-of-sale merchandising in the grocery industry. It enables retailer and supportive manufacturers the opportunity to stimulate purchase by building effective displays, promotions, and events. A total of 15 prizes were awarded (3 different store size groupings and 5 different merchandising categories).

A panel of experienced industry judges determined category winners based on: creativity & visual appeal; effective use of signage; display shopability; effective cross-merchandising; and supporting manufacturer compliance. Merchandising displays, promotions and events were held between August 15th, 2020, and August 13th, 2021. The full video of the event is available to view on demand to registered attendees of GIC LIVE @ HOME 2021. [www.groceryinnovations.com](http://www.groceryinnovations.com)

**First To Market – New Product**

**Small Surface-Gold**

South Hill Fine Foods, Moose Jaw, SK  
Perry Chambers and Store Team

*Supplier – Cary Bailey – Saputo*

*Description: Saputo and South Hill Fine Foods shoppers had no trouble finding new Armstrong Shreds in this colourful Easter display.*

**Medium Surface Gold**

Colemans Food Centre, Mt. Pearl, NL  
Coleman Family

*Supplier – Jacqueline Stanford - Kruger Products*

*Description: "Let's take this outside" was the theme of this Cashmere display. Shoppers who peeked into the outhouse saw a traditional Newfoundland Mummer reading a Coleman's Flyer.*

**Large Surface Gold**

Longo Bros. Fruit Markets, Woodbridge, ON  
Frank Sangirardi and Longo's Weston Team

*Supplier – Heather Frenette – Nestlé Canada*

*Description: Nestlé brought the innovations of Kit Kat Chunky Popcorn and Coffee Crisp Double Double single bars to Longo's. The new products were a hit with Woodbridge customers.*

**Themed Event**

#### Small Surface Gold

South Hill Fine Foods, Moose Jaw, SK  
Perry Chambers and Store Team

*Supplier – Carey Bailey – Saputo Dairy Products*

*Description South Hill Fine Foods and Saputo unwrap a Gold Award for this Christmas display that helped shoppers get ready for holiday entertaining.*

#### Medium Surface Gold

Save-On-Foods, Revelstoke, BC  
Brian Clark and SOF - Revelstoke Team

*Supplier – Lorie Mills – Acosta Canada, Campbell's*

*Description: Save-On-Foods and Campbell Company of Canada continues their partnership in support of local Food Banks. The program raises awareness of local hunger issues and inspires the community to help alleviate hunger. Now in its 14<sup>th</sup> year, the program is exclusive to Save-On-Foods.*

#### Large Surface Gold

Save-On-Foods #980 - Orchard Plaza, Kelowna, BC  
Todd Ryder, Eric Falkenberg and Orchard Plaza Team

***Supplier – Cory Morash – Coca-Cola***

***Description: Save-On-Foods and Coca-Cola Rep Cory Morash created this Christmas tribute to the childhood classic Rudolf the Red Nose Reindeer movie. Rudolf and Clarice kept warm with Coca-Cola scarfs and put smiles on shoppers faces.***

#### **Perimeter Display**

##### Small Surface Gold

Turtleford Co-op, Turtleford, SK  
Turtleford Store Team

*Supplier – Carol Rissling – Kraft Heinz*

*Description: KraftHeinz rep Carol Rissling had high praise for Turtleford Co-op's Summer Barbeque display. With very limited space, this small store ordered as much product as stores three times their size. And sales were great!*

##### Medium Surface Gold

Sharpe's Food Market, Campbellford, ON  
John, Mike and Steve Sharpe and Store Team

*Supplier – Annette Chiodo – Maple Leaf*

*Description: John Sharpe and Maple Leaf rep Annette Chiodo worked together to plan this two-week Canada Day display. The store ran a flyer ad featuring all the products in the bunker, and with some key cross-merchandising, the effort paid off in increased sales.*

##### Large Surface Gold

IGA Extra, Marché Gagnon et fils inc., Pointe-Claire, PQ  
Yves Gagnon et Marc Thériault

*Supplier – Catherine Gougeon – General Mills*

*Description: « Faites une soirée tacos ! » was the theme for this display of Old El Paso. This display included a free avocado promotion, had all the ingredients for the perfect Super Bowl Taco. Translation: « Faites une soirée tacos ! » était le thème de ce présentoir d'Old El Paso. Ce présentoir incluait une promotion sur les avocats gratuits et contenait tous les ingrédients du parfait taco Super Bowl.*

## **Multi-Manufacturer**

### Small Surface Gold

Sun Valley Market, Scarborough, ON  
Jim Bexis and Store Team

*Supplier – Mark Stire – Weston Foods, Vincent Tedesco – Maple Leaf Foods*

*Description: Sun Valley Market, Weston and Maple Leaf brought the buns and the meats together for this tempting summer cookout display.*

### Medium Surface Gold

Co-op Food Store – Chappelle, Edmonton, AB  
Tyler Cranshaw and Store Team

*Supplier – Brian Karst – Kraft Heinz, Coca-Cola, and Smucker Foods*

*Description: This cart-stopping display at the entrance to Co-op Food Store Chapelle featured everything shoppers needed for a summer cook-out. Including the barbeques!*

### Large Surface Gold

Save-On-Foods #980 – Orchard Plaza, Kelowna, BC  
Todd Ryder, Eric Falkenberg and Orchard Plaza Team

*Supplier – Cory Morash – Coca-Cola, Kevin Olexson – Old Dutch and Nestlé Canada*

*Description: For Halloween, Save-On-Foods Orchard Plaza attacked shoppers with a Zombie hand rising from the Monster graveyard. The display featured Monster energy drinks, and Old Dutch and Nestlé treats.*

## **Single Manufacturer**

### Small Surface Gold

South Hill Fine Foods, Moose Jaw, SK  
Perry Chambers and Store Team

*Supplier – Corey Bailey - Saputo*

*Description: South Hill Fine Foods and Saputo studied hard and aced this Back-to-School display featuring a variety of Saputo lunch box products.*

### Medium Surface Gold

Powell's Supermarket, Bay Roberts, NL  
John Mercer and Powell's Bay Roberts Team

*Supplier – Wade Tetford – A. Lassonde*

*Description: Powell's worked with A. Lassonde rep Wade Tetford to create this colourful summer display showcasing a large variety of Fruite offerings. The eye-catching inflatables were a big hit with customers.*

### Large Surface Gold

Freson Bros. Stony Plain, Stony Plain, AB  
Annette Lee and Team Members

*Supplier – Lisa Lafonde – Tree of Life*

*Description: Freson Bros. Stony Plain and Tree of Life created this massive display they called Master of Mixes – with everything needed for summer patio parties.*

## **PHOTOS OF WINNING DISPLAYS HERE:**

[https://www.dropbox.com/sh/7ubrelq9qj7yn6f/AACFw4gVEQYQLeyAoK\\_8qpVla?dl=0](https://www.dropbox.com/sh/7ubrelq9qj7yn6f/AACFw4gVEQYQLeyAoK_8qpVla?dl=0)

**The Canadian Federation of Independent Grocers (CFIG)** — CFIG is a non-profit trade association founded in 1962, which continues to be a collaborative community, equipping and enabling independent, franchised and specialty grocers for sustainable success. CFIG is the strong and united voice for the independent grocery retailers to Industry and Government across Canada. CFIG also provides programs that support operational excellence while fostering solid relationships among retailers, distributors and suppliers. [www.cfg.ca](http://www.cfg.ca)