



EFFA SERVICE CORP.

17 PARK STREET, WANAQUE, NJ 07465

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BLUE PENGUIN CRITERIA

(Entries to be in no later than April 20, 2012)

BROKERS

- 1) Percentage of brands that participate in the EFFA program.
- 2) Internal sales bulletins promoting "March is Frozen Food Month".
- 3) Installation of P.O.S. material at retail level – photos and other documentation.
- 4) Overall support of "March is Frozen Food Month".

MANUFACTURERS

- 1) Percentage of brands that participate in the EFFA program.
- 2) Internal sales bulletins promoting "March is Frozen Food Month".
- 3) Overall support of "March is Frozen Food Month".

RETAILERS

- 1) Creative utilization of provided P.O.S. material.
- 2) Use of any additional original P.O.S. internally generated.
- 3) Creative in-store selling techniques (other than POS).
- 4) Internal bulletins describing/supporting "March is Frozen Food Month" activities.
- 5) Neat, clean frozen food display cases.
- 6) Support of "March if Frozen Food Month" in weekly sales program, i.e. ads, radio, newspaper etc.

Please include photographs of all pertinent activities.

For BLUE PENGUIN entries, we recommend organizing your entry into a portfolio for ease of judging.

RETAIL CLERK CONTEST entries submitting multiple photographs MUST present all photographs together in ONE BINDER for ease of judging.

Audio and videotapes of commercials, etc. are permissible.

ALL ENTRIES become the property of EFFA Service Corp.