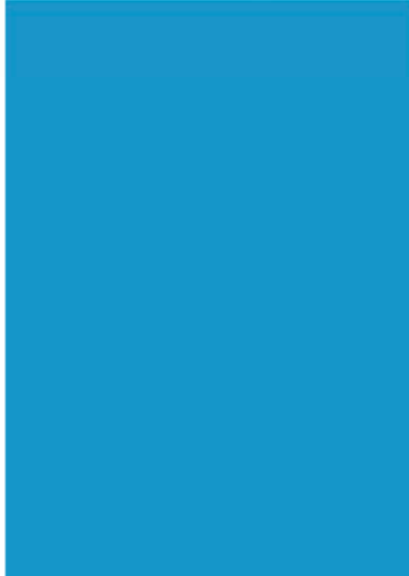
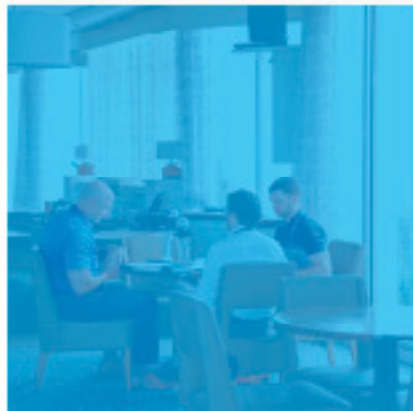


# 2025

## Membership Information



**CFIC**   
**CAROLINAS FOOD  
INDUSTRY COUNCIL**

It is our mission to improve  
the public image, effectiveness and  
profitability of retailers and suppliers  
to the food industry.

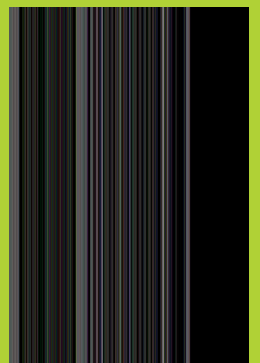
We do this by advocating  
on behalf of the grocery industry  
in Raleigh, NC and Columbia, SC.

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"The value of this influential organization transcends throughout the board of directors and all members of the CFIC, and is important in both North and South Carolina. CFIC helps propel our businesses and ensures we understand and exercise our impact in the greater grocery industry."

Gene Faller, SVP Center Store, Food Lion



# About CFIC

The Carolinas Food Industry Council (CFIC) was formed in 2004 as a result of a merger between the North Carolina Retail Merchants Association (founded in 1902) and the North Carolina Food Dealers Association (founded in 1927).

CFIC is a trade organization that serves nearly 1,500 grocers, wholesalers and suppliers in the Carolinas. A division of the North Carolina Retail Merchants Association and represented by the South Carolina Retail Association, CFIC elects its own board of directors, controls its own budget, and has a full-time staff representing the grocery industry's interests in North and South Carolina.



CFIC DEFENDS and ADVOCATES on behalf of the grocery industry in both North and South Carolina.



CFIC keeps its members abreast on changing laws, regulations and industry trends.



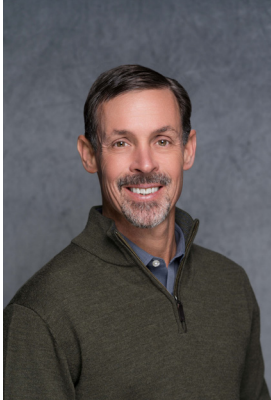
CFIC offers members-only benefits and networking opportunities between grocery retailers and vendor companies.

"As an independent retailer, we would be lost without the continued guidance and support from CFIC. They have been an invaluable resource, especially with all of the uncertainty during the pandemic. Their tireless work behind the scenes has allowed us to focus on taking care of our customers, employees and business as a whole."



William Wilder, Piggly Wiggly

# CFIC 2024 - 2025 Officers



President  
Gene Faller  
Food Lion  
Salisbury, NC



1<sup>st</sup> Vice President  
Larry Wilson  
Carlie C's IGA  
Dunn, NC



2<sup>nd</sup> Vice President  
Dave Yandow  
Harris Teeter  
Matthews, NC



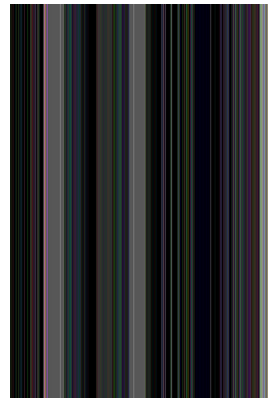
2<sup>nd</sup> Vice President  
Nancy Kimbrough  
Bestway Grocery  
Greensboro, NC



Treasurer  
Lynn Willard  
Lowcountry Grocers  
Mt. Pleasant, SC



Chaplain  
Allen Jackson  
Piggly Wiggly  
Pinetops, NC



Executive Director  
Lindsey Kueffner  
CFIC  
Raleigh, NC



Ex Officio  
Greg Adams  
Piggly Wiggly  
Sanford, NC

## CFIC Board of Directors

Adam Barnhardt, MDI, Hickory, NC  
Jeet Brahmabhatt, Fresh Foods, Lumberton, NC  
James Dewell, Fast Phil's, Statesville, NC  
Bryan Dozier, Montgomery Foods, Troy, NC  
Greg Floyd, Piggly Wiggly, Kinston, NC  
Jeff Gregory, The Butcher's Market, Raleigh, NC  
Paul Han, Super G Mart, Pineville, NC  
Robert Ingle, II, Ingles Markets, Asheville, NC  
Omar Jorge, Compare Foods, Charlotte, NC

Travis Kinlaw, Kinlaw's Supermarket, Fayetteville, NC  
Tim Lowe, Lowes Foods, Winston-Salem, NC  
James Messer, Piggly Wiggly North Carolina, Kinston, NC  
John Owens, C&S Wholesale Grocers, Greenville, SC  
Stacey Pisano, Floco Foods, Lake City, SC  
Clark Stephens, Quality Foods, Anderson & Greer, SC  
Preston Taylor, Piggly Wiggly, Jacksonville, NC  
John Triplett, B&T, Ridgeland, SC  
William Wilder, Jr., Piggly Wiggly, Kinston, NC

# CFIC Member Companies

## GROCERY RETAILERS

500 Foods LLC  
Adams Wholesale Co./Fred's Food Club  
Andrews Hunt Farms  
Atkinson Produce LLC  
Bargain Barn, Inc.  
Bargains Food Store  
Bestway Grocery Company  
Boulineau's IGA  
Brunson & Triplett Enterprises LLC  
Buffalo Shoals  
Butcher's Market Partners, LLC  
C S McLeod Farms, Inc.  
Carlie C's  
Clemmer's Convenience Stores  
Community Culinary School of Charlotte  
Compare Foods  
Conner's Supermarket  
Delhaize America  
Family Foods of Gatesville, Inc.  
Floco Foods, Inc.  
Fogle's, Inc.  
Food King  
Food Matters Market  
Fowler's Supermarket  
Fresh Foods LLC

Frisbee's Supermarket  
Garland Piggly Wiggly  
Giant Penny  
Godwin's IGA  
Great Falls IGA  
Green Acres LLC  
Harris Teeter  
Hills Food Stores  
Honey's Supermarket Inc.  
IGA Food Center  
Ingles Markets  
Jackson's IGA  
Joel Rivers Farm  
Kinlaw's SuperMarket Inc.  
Kite's Red & White  
L&R Sherman  
Lowcountry Grocers, LLC  
Macclesfield Grocery  
Moss Foods Inc.  
Olde Hickory Station  
Ora Supermarket  
Pee Dee Grocers  
Piggly Wiggly  
Piggly Wiggly Central Business Office, Inc.  
Piggly Wiggly North Carolina, LLC

Piggly Wiggly Retail  
Preston Taylor Foods  
Publix Super Markets  
Quality Foods of Commerce  
Raymer Oil  
Ray's Supermarket, Inc.  
Rich Square Market LLC.  
S.B. Smith & Son, Inc.  
Sage & Evans Inc.  
Sentelle's Seafood, LLC  
Sharpsburg Grocery  
Shumpert's IGA  
Super Global Mart  
Surf City Shopping  
Town & Country IGA  
Town Market  
Tryon IGA  
W. N. Wilder Co., Inc.  
Watsonia Farms  
Wayne's Supermarket  
Wee Winks Market  
Wegmans  
Weldon Market

## WHOLESALE

Associated Wholesale Grocers  
C&S Retail Services S.E.  
C&S Wholesale Grocers  
Johnson Brothers -Mutual Distributing of NC  
Long Beverage Inc.  
Merchants Distributors Inc.  
SpartanNash Company  
W. Lee Flowers & Co., Inc.



"CFIC serves the retail community in many, many ways. One of the biggest ways that I have observed is the ability to represent us to our state and local legislatures so that we can continue to focus on creating a growth environment for our industry and, at the same time, keep the focus on being able to serve the communities that we call home."

Tim Lowe, President, Lowes Foods



# CFIC Member Companies

## SALES AGENCIES

Acosta Sales & Marketing  
Action Food Sales, Inc.  
Advantage Solutions  
Alliance Sales and Marketing  
Bay Food Brokerage  
Burdette Beckmann, Inc.  
C.A. Ferolie  
Crossmark

D&H Marketing Group, Inc.  
Empire Marketing Strategies  
Matrix Brokerage  
Motivated Sales Team  
Pinnacle Food Sales  
PioneerHorizon  
Premier Sales & Marketing (PSMI)  
Presence Marketing

Riteway Food Brokers  
SellEthics Marketing Group Inc.  
Sunset Strategic Brands  
The Reese Group  
TJM Sales and Marketing  
Wilcox Marketing Inc.

## MANUFACTURERS/SUPPLIERS/VENDORS

4C Foods  
AB World Foods  
Ajinomoto Foods North America  
Anheuser-Busch, Inc.  
AppCard  
Armanino Foods  
Artisanal Brewing Company  
(Southern Tier Brewing Company)  
Ateeco  
Athens Foods  
Athletic Brewing  
B&G Foods  
Bazooka Corporation  
BeatBox Beverages  
Bel Brands USA  
Belgioso Cheese  
Biltmore Estate Wine Company  
Bimbo Bakeries (Bay's, Lender's)  
Blue Bell Creameries  
Boston Beer  
Braswell Family Farms  
Bridgford Foods  
BrightFarms  
Bubba Burgers/Hickory Foods  
Built Brands  
Bunzl Distribution  
Bush Brothers & Company  
Bylada Foods  
Califia Farms  
Campbell's Distinguished Brands  
(Sovos)  
Campbell's Snacks  
Cargill Protein  
Carl Buddig  
Carolina Ice  
Carolina Pride  
Celsius Holdings  
Challenge Dairy  
Chobani, Inc.  
Chosen Foods

Clemens Food Group  
Clorox  
Coca-Cola Bottling Co. Consolidated  
Conagra  
Concha y Toro (Fetzer Vineyards)  
Constellation Brands, Inc.  
Coop Ale Works  
Country Archer Provisions  
D.G. Yuengling & Son, Inc.  
Dairy Farmers of America  
Daisy Brand  
Danone North America  
DAOU Family Estates  
Decas Cranberry  
Delicato Family Wines  
Deschutes Brewery  
Deutsch Family Wine & Spirits  
Dole Packaged Foods, LLC  
Don Francisco's Coffee  
Double R Brand Foods  
Dr. Oetker  
Duvel USA  
E. & J. Gallo Winery  
ECRS  
Eggland's Best Eggs  
Entrypoint Communications  
Essentia Water  
Ethica Wines  
Fage  
Fairlife  
Fermented Food Holdings  
Ferrero  
Filippo Berio  
Firestone Walker  
First State Foods  
Flowers Foods  
FMS Solutions  
Freixenet/Mionetto USA  
Functional Distribution Co.  
Garner Foods

Geloso Beverage Group USA  
General Mills  
Godshall's Quality Meats, Inc.  
Good Culture  
Great Lakes Cheese Company  
GSU Inc.  
GT's Living Foods  
Gutzy Organic  
Halo Brands  
Hanover Foods  
Happy Egg Co  
Hidden Villa Ranch (Nest Fresh)  
Horizon Organic Dairy  
Hormel Foods  
HP Hood  
ICF  
Incomm  
Inmar  
InnovAsian Cuisine  
Instacart  
J.M. Smucker  
Jonny pops  
Junkless Foods  
Kellanova  
Keurig Dr Pepper  
Kevin's Natural Foods  
Kimberly-Clark Corporation  
Kind Snacks  
Kitu Life (Super Coffee)  
Kraft Heinz Company  
Lactalis American Group (incl. Galbani, Stonyfield, Siggis)  
Lactalis Heritage Dairy & Deli  
Lagunitas Brewing Company  
Lakeview Farms  
Lamb Weston  
Land O' Frost  
Lemi-Shine (Envirocon Technologies)  
Lindy's Homemade LLC  
Lipari Foods

# CFIC Member Companies

## MANUFACTURERS/SUPPLIERS/VENDORS (continued)

Lonerider Brewing Company	Red Bull North America	Tillamook County Creamery Association
Maersk	Red Classic	Tilray Beer
Mayfield Dairy/PET Dairy	Red Smith Foods	Tipsy Spritzers
McCain Foods	Reddy Ice Corporation	Tony's Chocolonely
McCall Farms	Reser's Fine Foods	Tosca
McCormick & Company	Retail Data Systems - MidSouth	Trinchero Family Estates
MDVA Milk	Riboli Family Wines/Stella Rosa	Tri-Vin Imports
Mercatus Technologies	Rosina Food Products	Tropicana
Miller Family Wine Company	RSRV Collective	TWT Distributing
Milo's Tea Company	Rudolph Foods	Tyson Foods
Mission Foods	Ruiz Foods	Unilever
Molson Coors	S.C. Dept. of Agriculture	Universal Pure
Mondelez International	Saputo Cheese USA	Upfield
Mt. Olive Pickle Company	Sargento	Utz Quality Foods
Mush Foods	Sauer Brands	Village Gourmet
N.C. Department of Agriculture & Consumer Services	Savencia Cheese USA	Villari Foods
Nestle Purina Petcare Co.	Scheid Family Wine	Wells Enterprises Inc./Blue Bunny
New Belgium/Bell's Brewery	Schweid & Sons	Wente Family Estates
Niagara Bottling, LLC	Seneca Foods	White House Farms
Ornua North America	SERVPRO of Fayetteville	WiseChoice Foods
Our Home	Shamrock Foods	WK Kellogg
P.K. Kinder	Sierra Nevada Brewing Co.	Yazoo Brewing
Peak Foods	Silver Palate/Grain Berry	Ziegenfelder Foods Budget Saver Pops
Pepsi Bottling Ventures	Simek's	
PepsiCo - Beverages/Gatorade	Simone International	
PepsiCo - Frito-Lay Inc.	Sioux Honey Association	
PepsiCo - Quaker Foods & Snacks	Smithfield	
Perfetti Van Melle	Spartanburg Meat Processing Company	
Pete and Gerry's Organic Eggs	Spectrum Brands Global Pet Care	
Phillips Foods	Starkist	
Pim Brands	Ste Michelle Wine Estates	
Pitaya Foods	Stevens Sausage Co.	
Poppi	Storck USA	
Post Consumer Brands	Sweetwood	
Prestige Beverage Group	T. Marzetti	
Prestige Wine Imports	Talking Rain	
Procter & Gamble	The Hershey Co.	
Pure Intentions Coffee	The Pictsweet Company	
	The Wine Group	

"The annual convention is great but CFIC is so much more than that. Throughout the pandemic, especially in the early days, the CFIC staff kept both retailers and suppliers advised of ever changing regulations and circumstances by state and even by county. The weekly CFIC/NCRMA calls were crucial in understanding how to navigate the unknown. Thank you CFIC!"



Joe Schoeneck, Vice President Trade Development, The Wine Group



# Where to Start



## STEP 1

### JOIN

Review the base membership levels and choose which level best fits your needs.



## STEP 2

### SPONSOR

Decide on an optional event sponsorship to fit in your needs and budget.



## STEP 3

### CONTACT

CFIC Staff at (919) 832-0811  
or email Lindsey Kueffner at  
[lindseyk@cficweb.org](mailto:lindseyk@cficweb.org)  
for more information or  
to request a membership contract.

# Membership Dues Levels: Choose One

## STEP 1

CFIC offers three membership options for you to choose from with distinct benefits below.

Membership is required to attend events and in order to add on a sponsorship.

Membership Benefits	Limited \$250	Essential \$500	Corporate \$1,000
Unlimited number of company reps added to CFIC's electronic distribution list	✓	✓	✓
Timely email updates of issues that most impact the Carolinas food industry	✓	✓	✓
Invited to join NC & SC legislative and emergency management calls	✓	✓	✓
Eligible to apply for undergraduate scholarship program (employees and dependents)	✓	✓	✓
Company listing in Membership Directory	✓	✓	✓
Access to educational seminars/webinars	✓	✓	✓
Discounts on member services. Contact CFIC staff for a complete list of services or visit the CFIC website at <a href="http://www.cficweb.org">www.cficweb.org</a>	✓	✓	✓
Eligible to attend Annual CFIC Convention <i>Registration fees apply</i>		✓ One Company Rep	✓ Unlimited Attendees
Eligible for convention sponsorship		✓	✓
Discounted member rate for annual CFIC golf tournament		✓	✓
Networking opportunities with retail chains and independent grocers at events		✓	✓
Eligible to submit written testimonials for CFIC website and marketing materials		✓	✓
Refer a non-CFIC member company to join CFIC and receive one complimentary convention registration when the company joins and pays in full		✓	✓
Dedicated social media post <i>New Members only</i>			✓

# About the CFIC Convention - July 20-23, 2025

The annual CFIC Convention is a networking and educational event that provides a casual atmosphere for grocers and suppliers to network for both business and pleasure.

## This three-day, members-only convention is not a trade show!

The convention provides a perfect opportunity to gather with peers and colleagues to celebrate the retail food industry of the Carolinas. The schedule is filled with plenty of educational sessions, retailer/vendor meetings, presentations from retail executives and fun social events for the family. The beach venue provides the perfect opportunity to build professional relationships in a relaxed setting.

### Schedule of Events

(Subject to Change)

#### Sunday

- Registration Opens
- CFIC Café
- New Member Welcome Reception
- Family Dinner

#### Monday

- CFIC Café
- Opening Session with Keynote Speaker
- Executive Briefings
- One-on-One Business Meetings
- Dinner on Your Own

#### Tuesday

- CFIC Café
- Morning General Session
- Executive Briefings
- Breakout Sessions
- One-on-One Business Meetings
- Platinum Sponsors Reception
- President's Dinner
- Silent Auction Closes

#### Wednesday

- CFIC Café
- CFIC Board of Directors Meeting

### Convention Registration Fees

Registration fees cover all meals and beverages, as well as access to the CFIC Cafe, educational seminars, social events and the President's Dinner.

Hotel fees are not included with registration fees.

Register early so you can take advantage of the early bird discounted registration rates.

Regular registration rates are:

- \$315 per Company Rep
- \$235 per Spouse/Guest (21+ years old)
- \$180 per Young Adult (13-20 years old)
- \$35 per Child (12 years old and under)



"The CFIC convention allows us to have multiple productive meetings with key vendors mid-summer which helps us to keep on track for the year on Joint Business Plans."

Nick Carlino, EVP, Sales & Marketing, MDI



# STEP 2

## Convention Sponsorship Levels

CFIC Membership is required in order to be a CFIC Convention Sponsor. Choose from an optional sponsorship package below that fits your needs and budget.

Sponsorship Benefits	Bronze \$1,500	Silver \$3,500	Crystal \$6,000	Gold \$9,000	Platinum \$12,500
Complimentary convention registration(s)	1 (\$315 value)	2 (\$630 value)	3 (\$945 value)	4 (\$1,260 value)	5 (\$1,575 value)
Eligible to donate product, coupons, or promotional items for brand exposure. <i>Please note: The amount of SKUs permitted is based on sponsorship levels.</i>	✓ Shelf-stable items in CFIC Café or Sample Bags Beer or wine permitted Limit 2 SKUs	✓ Cold or Self-Heat food in CFIC Café Beer or wine permitted Limit 4 SKUs	✓ Hot food served on buffet Beer or wine permitted Limit 6 SKUs	✓ Hot food served on buffet Beer or wine permitted Limit 6 SKUs	✓ Hot food served on buffet Beer or wine permitted Unlimited SKUs
Recognition on signage and convention materials	✓ Name Listing	✓ Name Listing	✓ Name Listing	✓ Logo Listing	✓ Logo Listing
Listing on CFIC website and convention app	✓ Name Listing	✓ Name Listing	✓ Name Listing	✓ Logo Listing	✓ Logo Listing
Color art in Membership Directory <i>Published and distributed in 4<sup>th</sup> Quarter.</i>	✓ 1/4 Page (\$600 value)	✓ 1/3 Page (\$900 value)	✓ 1/2 Page (\$1,250 value)	✓ 2/3 Page (\$1,750 value)	✓ Full Page (\$2,000 value)
Sampling opportunity at events <i>Depending on product.</i>	Additional Charge	Additional Charge	Additional Charge	Complimentary (\$1,000 value)	Complimentary (\$1,000 value)
Eligible to participate in One-on-One Retailer Meetings			✓ 3 <sup>rd</sup> Priority	✓ 2 <sup>nd</sup> Priority	✓ 1 <sup>st</sup> Priority
Banners in CFIC Cafe provided by company				1 allowed	2 allowed
Dedicated email blast (provided by sponsor) sent to attendees				1 during Convention	1 before and 1 during Convention
Promotional material included in registration packet (Provided by sponsor)				✓	✓
Logo on promotional emails					✓
<u>One</u> reserved hotel room in the Royale Palms room block <i>Hotel room fees apply. Requests must be received via email by November 1, 2024.</i>					✓
Invitation to 90 min. Platinum Sponsors Cocktail Reception with retailers					✓
Introduction Opportunity: Approximately 3 minutes to present your brand before introducing Executive Briefing speaker.					✓

# A La Carte Convention Sponsorship Opportunities

## *Keynote Speaker Sponsorship - \$10,000 - 1 available*

Introduce the morning's keynote speaker to approximately 350 leaders of the southeast's grocery industry.

- Brand/Company logo displayed on screen before and during keynote session.
- You may place promotional materials on attendees' chairs and on a table outside the ballroom prior to the session.
- Brand recognition in Convention promotional materials, on the mobile app and website, and on special signage at Convention events.
- Two (2) complimentary registrations

## *Exclusive Wifi Sponsor - \$3,000 - 1 available*

- Company name on signage at convention registration
- Company listing on convention website
- Company listing on convention mobile app
- One (1) complimentary registration
- Recognition in advance publicity materials

## *Closing Celebration Sponsor - \$5,000 - 1 available*

After the Tuesday night dinner, CFIC attendees hit the dance floor with the band Chocolate Chip & Co!

- Company listing on conference website and mobile app
- Company colors to be used throughout décor; logo projected on screen
- Recognition on-site and in advance publicity materials

## *Breakfast with the Board - \$2,500 - 1 available*

Join the CFIC board of directors for breakfast prior to the summer board meeting. This opportunity will include:

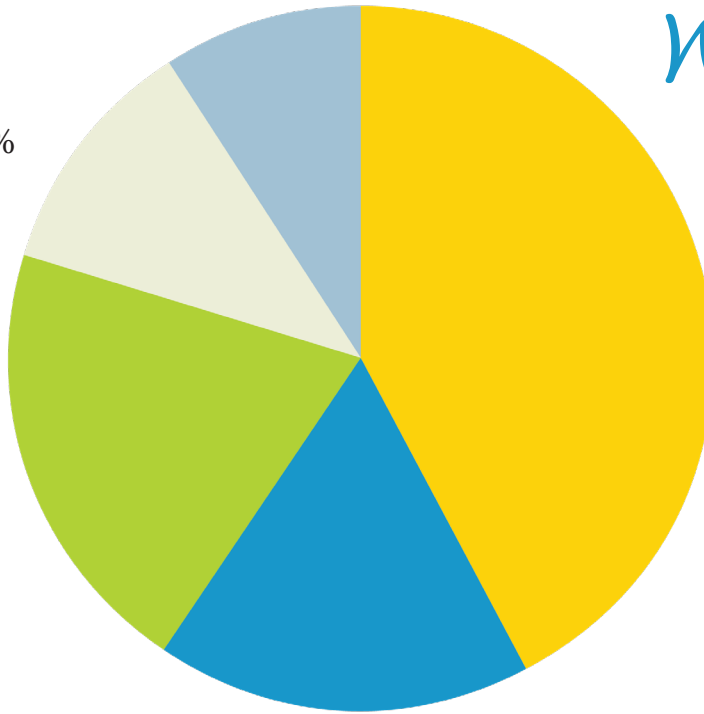
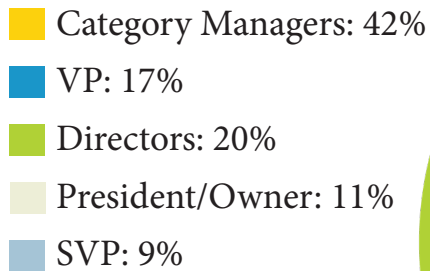
- Breakfast for three members of your team with the CFIC board of directors.
- You may make a short oral presentation to the board with handouts.
- Verbal recognition by CFIC president before meeting.
- Brand recognition in Convention promotional materials, and on the mobile app and website.

## *Sampling Opportunity at CFIC Events - \$1,000*

Companies can showcase their innovations and/or offer product samples to other CFIC members at CFIC events. Companies must discuss with CFIC Executive Director in advance.

# The Decision Makers You Need to Meet Will Be Here.

*Will You?*



"The CFIC convention is a must attend event that delivers memories and is an easy ROI justification."

"I doubt that there is another event in the grocery industry that provides this much access to a retailer's leadership, scheduled one-on-one meetings with the merchandising teams, abundant opportunities for informal time with the attendees, and fun times at the beach with the family!"

Joey Bates, Senior Director of  
Center Store Merchandising,  
Harris Teeter





# One-on-One Business Meetings

One of the main reasons grocers and vendors attend the CFIC Convention is to participate in the One-on-One business meetings. While this is a benefit only available to Crystal, Gold, and Platinum CFIC Convention sponsor companies, there has never been a shortage of meetings. Over the course of three days, over 700 private meetings take place!

A contact list of participating retailers will be released on a staggered basis to eligible sponsors. It is the vendor's responsibility to contact the retailers to schedule their appointments. All appointments are scheduled on a first-come, first-serve basis. It is up to the retailers and wholesalers to ultimately decide what works best for their schedule and the number of meetings they take.



## Participating Retailers

C&S Wholesale Grocers  
Carlie C's IGA  
Food City  
Food Lion  
Harris Teeter  
Ingles Markets  
Lowcountry Grocers  
Lowes Foods  
MDI  
Piggly Wiggly  
W. Lee Flowers/Floco Foods

"I always enjoy being able to get together with industry colleagues, conduct business, and spend quality time outside of the office. As always, CFIC delivers on putting on an event that is both productive and fun!"

Jorge Silva, Senior Director Grocery Sales, Camobells's Distinctive Brands

# Golf Tournament



Join us on  
November 13, 2025  
at the Pinehurst Resort!

## *Foursome- \$6,500 members/\$7,000 non-members*

Foursomes consist of three players from the sponsoring supplier company plus a retailer of the sponsor's choice. Pairings will be made on a first-come, first-serve basis. Supplier companies interested in playing should contact the retailer they wish to play with for their availability and request a contract. Pairing assignments will not be made until registration payment is received.

## *Halfway House Sponsorship - \$2,500*

Includes signage at Halfway House on each course, logo on cart rules, verbal recognition from podium.

## *Beverage Cart Sponsorship - \$1,200*

Includes signage on all beverage carts, logo on cart rules sheet, verbal recognition from podium.

## *Breakfast or Award Sponsorship - \$500*

Includes verbal recognition from the podium at Awards Reception, one stand-alone logo sign, logo on schedule of event signs and logo on table signs at each respective meal table.

## *Exclusive Hole in One Sponsorship - \$400 ( 1 available)*

Hole in One Sponsorship includes one stand-alone logo sign in front of car at designated hole on each course.

## *Tee Sign Sponsorship - \$250 ( 18 available)*

Includes your company logo on two tee signs plus your company logo on one driving range sign. One tee sign will be placed on each course.

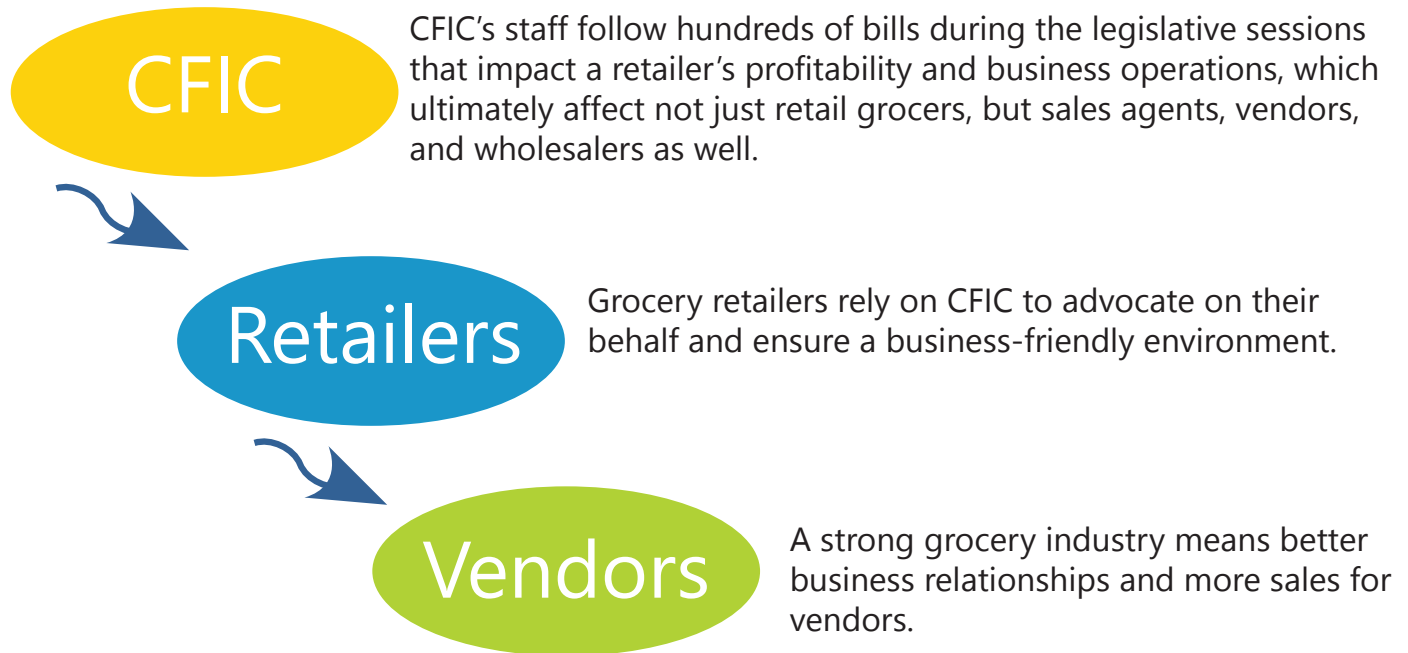
## *Board Meeting Sponsorship - \$2,500 ( 1 available)*

Sponsor refreshments at the CFIC Fall Board Meeting. You may make a short oral presentation to the board with handouts or samples. Verbal recognition by CFIC President before meeting. Brand recognition in Golf Tournament promotional materials.

# Political Action Committees

## Why contribute to the PACs?

Financial support of CFIC's bipartisan PACs ensures the retail food industry's strong presence in the Carolinas' political landscape.



*The grocery industry needs a strong voice in government and that voice is CFIC.*



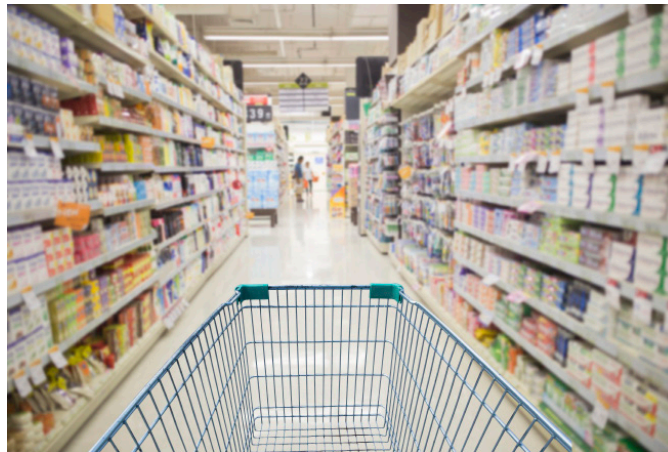
# Bid on shelf space for one SKU!

Your Product:

14 States

2,400+ Store Locations

Prime Shelf Space



Every Fall, CFIC holds a Live Auction which is all about competition. Supplier companies compete for the opportunity to place one SKU into over 2,400 stores in 14 states for six months. The Live Auction offers a fantastic opportunity for winning bidders to promote a new product or get their brand into a larger market. Historically, the auctioned slots have sold in the range of \$80,000 to \$220,000 each.

## What is it worth to you?

*You do the math.*





# Giving Back

CFIC donates **\$150,000** each year to these charitable causes.



**\$50,000** is donated annually to support the Feeding America Food Banks of North and South Carolina. This donation provides 550,000 meals!

**\$100,000** is awarded annually to undergraduate students through the Everett and Trudy Suddreth Scholarship of Excellence Awards.



CFIC proudly gives back through its charitable foundation, the Retail Consumer Alliance (RCA).



"As a recipient of the Everett & Trudy Suddreth Scholarship of Excellence, I would like to express my sincere appreciation for your support in my journey to become a physician. From making the president's list to stepping in an operating room for the first time, I have already learned so much. I am very grateful for this award to go towards my tuition. Through your generous support, it is possible for me to continue to achieve my educational and career goals. "

Cade Hodges  
Scholarship Recipient



Lindsey Kueffner  
Executive Director  
[lindseyk@cficweb.org](mailto:lindseyk@cficweb.org)  
(919) 832-0811 ext. 3009

Carolinas Food Industry Council  
PO Box 1030  
Raleigh, NC 27602

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