



# Buy Alabama's Best Retailer Luncheon



The Club  
Birmingham, Alabama  
February 2, 2023

Welcome to the BAB  
Retailer Luncheon

Ellie Taylor,  
President/CEO

Alabama Grocers Association





# Alabama Department of Agriculture & Industries

Tami Culver Allen  
Deputy Commissioner

Children's of Alabama

Emily Hornak

Director, Children's

Miracle Network

Hospitals

Cause Marketing &

Corporate Partnerships





# 2022 Buy Alabama's Best Program

Mike Hanson, President  
Alabama Food Manufacturers  
& Producers Association



# Buy Alabama's Best Member Companies

A.C. Legg, Inc.

Alabama Dept. of Agriculture

Alabama Grocers Association

Alabama Home Products/Pilleteri's

Blue Bell Creameries

Bob Sykes BBQ

Bud's Best Cookies

Buffalo Rock/Pepsi

Cahaba Products

China Doll

Coca-Cola Bottling Co. UNITED

Conecuh Sausage

Dean Sausage Company

Dirt Road Gourmet

Dixie Lily

Flowers Baking Company

Fresh Retail LLC

Golden Eagle Syrup

JM Exotic Foods

Johnny Fleeman's Gourmet

John's Famous Slaw Dressing

Kelley Foods of Alabama

Mayfield Dairy Farms

Milo's Tea Company

Mis' Rubin's Seasonings

Moore's Marinade

Mrs. Stratton's Salads

Nalty's Seasonings LLC

R.L. Zeigler Company

Red Diamond, Inc.

Silver Peak Candy

Sister Schubert

Tucker Pecan Company

UTZ/Golden Flake

Whitfield Foods/Alaga Syrup

Wickle's Pickles

36 TOTAL  
MEMBER  
COMPANIES



2022 Highlights  
Buy Alabama's Best  
Retailer Luncheon



FEBRUARY 3, 2022





# 2022 Highlights

## Buy Alabama's Best Day on the Lawn



MARCH 2, 2022



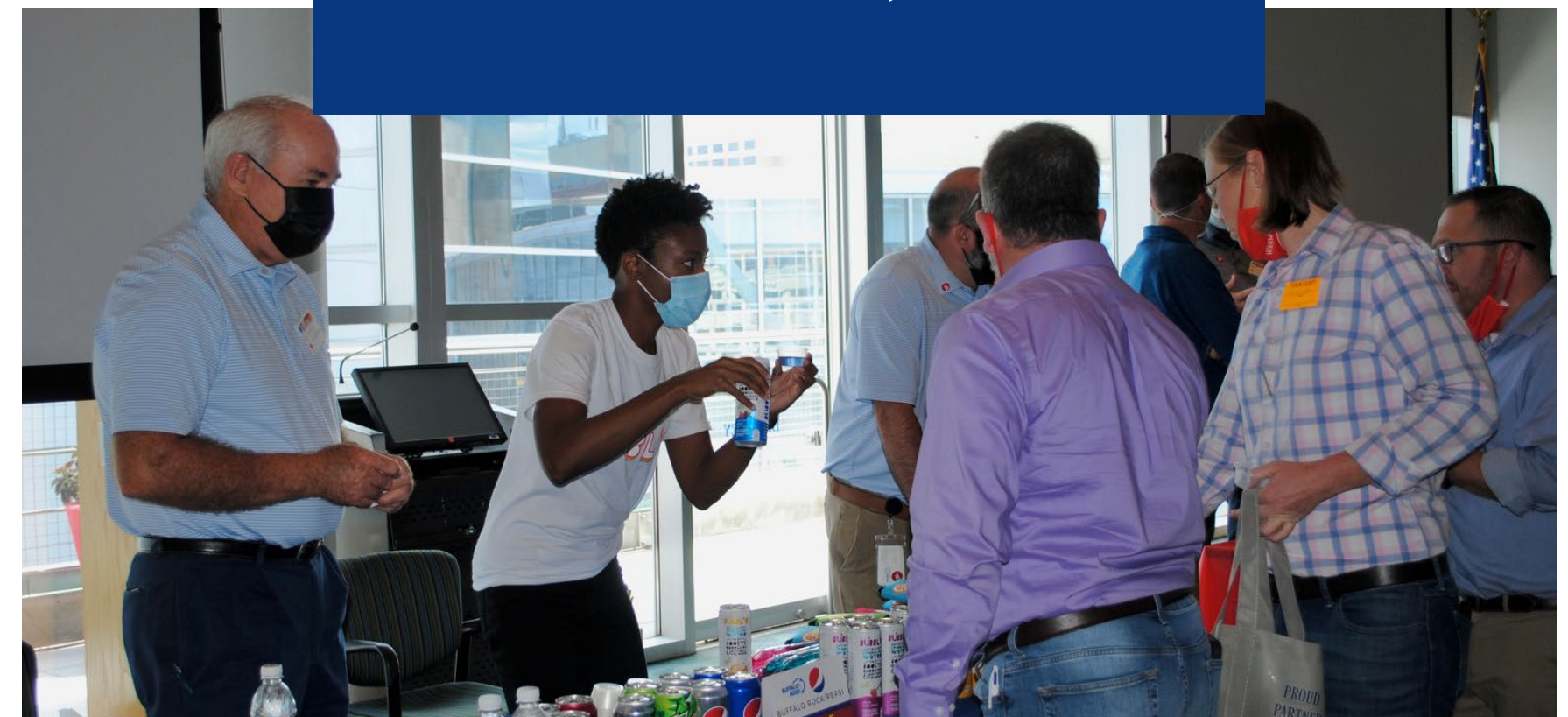


# 2022 Highlights

## Buy Alabama's Best Food Product Expo



AUGUST 26, 2022







January 16, 2023  
Commissioner Pate's  
Inaugural Event





# 2023 Calendar Outline

February 2<sup>nd</sup>     Retailer Luncheon  
at The Club in Birmingham

March 22<sup>nd</sup>     Kick Off BAB Campaign  
at the Capital Lawn with Governor Ivey

Month of March  
BAB Product Purchasing Contest & Sampling Event

August 10<sup>th</sup>     BAB Food Product Expo  
and Product Purchasing Contest Drawing  
at Children's of Alabama

Month of September  
BAB Product Purchasing Contest & Sampling Event

November 1<sup>st</sup>     Children's Icon Sales money is due to the  
Association Office



We will be holding two Product Purchasing Contests -  
one during March and one during September.

To participate, a retail location must purchase at least  
one case of product from at least 75% of the BAB  
companies.

### **March Contest**

Purchase product from February 1<sup>st</sup> – March 15<sup>th</sup>  
Submit Form by April 1<sup>st</sup>

### **September Contest**

Purchase Product from August 1<sup>st</sup> – September 15<sup>th</sup>  
Submit Form by October 1<sup>st</sup>

You must fill out the form on the AGA website at  
<https://alabamagrocers.org/bab-product-purchasing-contest/>

All eligible participants will be entered into a drawing  
for \$2,000 for March and September for a total of  
\$4,000 in eligible prizes.

# 2023 BAB PRODUCT PURCHASING CONTEST



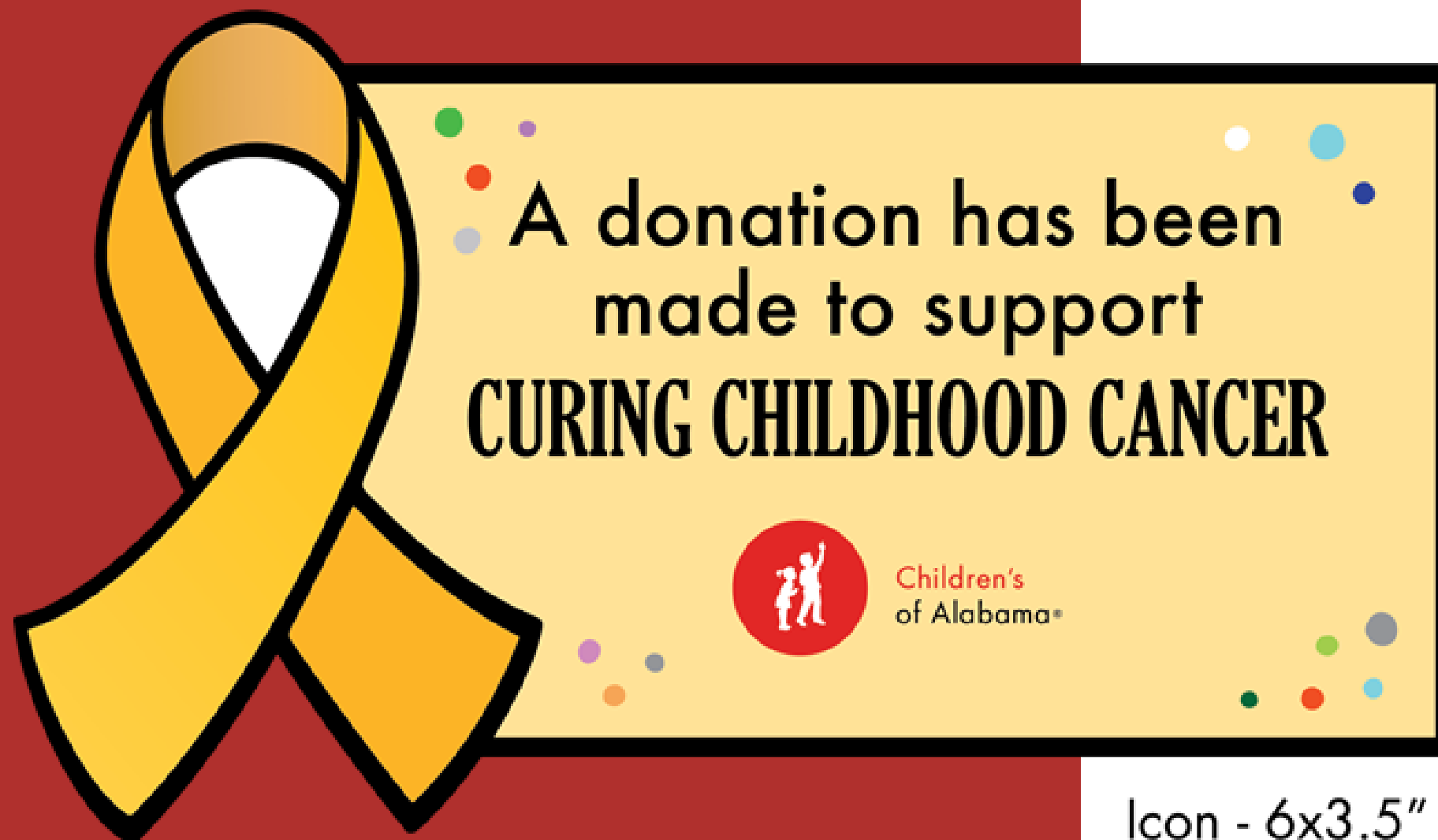
# ICON SALES

Promote our partnership with Children's of Alabama by selling icons in March & September.

Icons will be provided for all retailers participating.

Icon sales are due back to the Association office no later than November 1, 2023.

To date, we have donated over \$850,000 to Children's of Alabama



Icon - 6x3.5"

# Retailer Promotion of BAB

How can you help in  
March and September?

Promote our partnership with Children's of Alabama by selling icons

Put up a display in your store

Utilize the BAB logo in your ad circular

Promote the campaign on social media and in-house signage

Place a link to our website on your company website

Participate in the product purchasing contest

Attend all three BAB events for 2023

Serve on the Retail Advisory Board



# Retail Advisory Board

A&R Supermarkets – Bill Davis

Associated Grocers of the South – Ken Miller

Associated Wholesale Grocers – Boyd West

Autry Greer & Son's – Jan Endfinger & Lucy Greer

Buy-Lo Quality Foods – Naseem Ajlouny

Gateway Foods – Harold Garrett

Houchens – Joe Beckner

Kroger – Chris Brown

Mitchell Grocery Corporation – Kirk Clark, Jay Mitchell & Wade Payne

Piggly Wiggly Food Stores - Andy Viriglio, Andrew Viriglio & Austin Viriglio

Piggly Wiggly Alabama Distributing Company – Jeff Brown & Dominic Baldone

Publix Super Markets, Inc. – Kris Jonczyk, Tom Sayers & Mike Tanner

UNFI – Jack Carlile

Walmart – Glen Wilkins

Winn-Dixie Supermarkets – Lynn Rushing & Scott Tucker

2023 Officers  
& Directors

Scott Smith, Incoming President  
Alabama Food Manufacturers &  
Producers Association





2023 BAB  
Board of  
Directors

OFFICERS

President – Scott Smith, Coca-Cola Bottling  
Company UNITED, Inc.  
[scottsmith@cbcu.com](mailto:scottsmith@cbcu.com)

Vice President – Melinda Drummond,  
UTZ/Golden Flake  
[mdrummond@utznacks.com](mailto:mdrummond@utznacks.com)

Secretary – Bubba Lindley, Edlinc o  
[bubbaledlinc@gmail.com](mailto:bubbaledlinc@gmail.com)

Treasurer – Kyle Kimsey, Red Diamond  
[kylekimsey@reddiamond.com](mailto:kylekimsey@reddiamond.com)

Past President – Mike Hanson, Milo's  
[mhanson@drinkmilos.com](mailto:mhanson@drinkmilos.com)

2023 BAB  
Board of  
Directors

DIRECTORS

James Cochran, Buffalo Rock Company  
[james.cochran@buffalorock.com](mailto:james.cochran@buffalorock.com)

John Gross, Mrs. Stratton's Salads  
[jgross@mrstrattons.com](mailto:jgross@mrstrattons.com)

David Rogas, Blue Bell Creameries  
[david.rogas@bluebell.com](mailto:david.rogas@bluebell.com)

Harris Morrisette, Jr., China Doll/ Dixie Lily  
[hmorrisettejr@chinadollrice.com](mailto:hmorrisettejr@chinadollrice.com)

Chris Ragusa, Whitfield Foods/ ALAGA  
[cragusa@whitfieldfoods.com](mailto:cragusa@whitfieldfoods.com)





Thank you for attending  
and helping make  
2023 our best year yet!