BUY ALABAMA'S

Buy Alabama's Best Retailer Luncheon

The Club Birmingham, Alabama February 7, 2024



ELLIE TAYLOR Alabama Grocers Association President/CEO





AISLING WALDING Alabama Department of Agriculture & Industries/ Sweet Grown Alabama Assistant Director

CHANDLER BIBB Children's of Alabama Chief Development Officer



2023 Buy Alabama's Best Program

SCOTT SMITH
Alabama Food Manufacturers
& Producers Association
President



Buy Alabama's Best Member Companies

A.C. Legg, Inc.

AL Dept. of Agriculture & Industries Fresh Retail LLC

Alabama Grocers Association

Blue Bell Creameries

Bob Sykes BBQ

Bud's Best Cookies

Buffalo Rock Company

Cahaba Products

China Doll

Coca-Cola Bottling Co. UNITED

Conecuh Sausage

Dean Sausage Company

Dirt Road Gourmet

Dixie Lily

Flowers Baking Company

Golden Eagle Syrup

JM Exotic Foods

Johnny Fleeman's Gourmet

John's Famous Slaw Dressing

Kelley Foods of Alabama

Mayfield Dairy Farms

Millie Ray and Sons

Milo's Tea Company

Mis' Rubin's Seasonings

Moore's Marinade

Mrs. Stratton's Salads

Nalty's Seasonings LLC

Pilleteri Seasonings & Marinades

Red Diamond, Inc.

Silver Peak Candy

Sister Schubert

Tucker Pecan Company

UTZ/Golden Flake

Whitfield Foods/ALAGA Syrup

Wickles Pickles

TOTAL MEMBER COMPANIES

2023 HIGHLIGHTS: Commissioner Pate's Inaugural Luncheon





JANUARY 16, 2023

2023 HIGHLIGHTS: Buy Alabama's Best Retailer Luncheon





2023 HIGHLIGHTS: Buy Alabama's Best Day on the Lawn







2023 HIGHLIGHTS Buy Alabama's Best Food Product Expo









2024 Calendar Outline

February 7 - Retailer Luncheon at The Club in Birmingham & Alabama Product Purchasing Contest Drawing at Event

March 20 - Press Conference to kick off the BAB Campaign on the Capital Lawn in Montgomery (Governor Ivey has confirmed attendance)

March - Month to promote Buy Alabama's Best Campaign Running Product Purchasing Contest -Sampling Event

September - Month to promote Buy Alabama's Best Campaign Running Product Purchasing Contest -Sampling Events

August 22 - BAB Food Product Expo - Children's of Alabama Product Purchasing Contest Drawing at Event

November 1 - 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 in March, a retail location must purchase at least one case of product from at least 75% of the BAB companies from February 1 – March 15.

To participate in September, a retail location must purchase at least one case of product from at least 75% of the BAB companies from August 1 – September 15.

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.

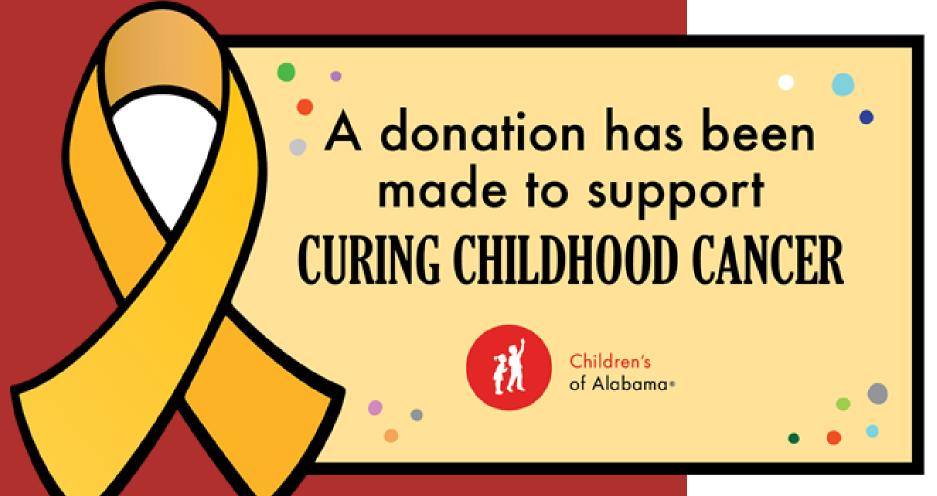
Forms must be submitted by April 1/October 1, 2024.

2024 BAB PROGRAM

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, 2024.

To date, we have donated over \$875,000 to Children's of Alabama.

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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 Super Markets – 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 – Lauren Bell & Chris Brown

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

Piggly Wiggly Alabama Distributing Company – Dominic Baldone, Jeff Brown & Brian Patterson

Piggly Wiggly of Homewood – Andy Virciglio, Andrew Virciglio & Austin Virciglio

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

Rouses – Stacy Wiggins

UNFI – Jack Carlile

Walmart – Glen Wilkins

Winn-Dixie Supermarkets – Lynn Rushing & Scott Tucker

2024 Officers
& Directors

MELINDA DRUMMOND
Alabama Food Manufacturers &
Producers Association
Incoming President



2024 BAB Board of Directors

OFFICERS

PRESIDENT – MELINDA DRUMMOND UTZ/Golden Flake mdrummond@utzsnacks.com

VICE PRESIDENT – BUBBA LINDLEY Silver Peak Candy bubbal.edlinco@gmail.com

SECRETARY – KYLE KIMSEY Red Diamond kylekimsey@reddiamond.com

TREASURER – JOHN GROSS MRS. STRATTON'S SALADS igross@mrsstrattons.com

PAST PRESIDENT – SCOTT SMITH Coca-Cola Bottling Co. UNITED scottsmith@ccbcu.com

2024 BAB Board of Directors

DIRECTORS

TYNER BOWLING
Golden Eagle Syrup
tyner@goldeneaglesyrup.com

JAMES COCHRAN
Buffalo Rock Company
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MIKE HANSON MILO'S TEA COMPANY mhanson@drinkmilos.com

HARRIS MORRISSETTE, JR.
China Doll/Dixie Lily
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CHRIS RAGUSA
Whitfield Foods/ALAGA
cragusa@whitfieldfoods.com

DAVID ROGAS
Blue Bell Creameries
david.rogas@bluebell.com



Thank you for attending and helping make 2024 our best year yet!