



The Scanner

PEARE'S PALS KIDS' CLUB

After many months of planning and hard work on the part of the Kids' Club Committee, the Peare's Pals Kids' Club has been launched and is going strong! The Kids' Club Committee consisted of 3 Northwest Grocers staff members; Stan Trask, Sal LoGrande, and Judith Smith, as well as representatives from retail stores. They were Clay Gleb, - Vashon Thriftway, Dean Hasegawa—Hilltop/Promenade Red Apple, Charelle Foegen—Ralph's/Bayview Thriftway, Angela Desjardins—Stadium Thriftway, and Michele Grasso—West Seattle Thriftway. Charity Halverson from Kobalt was also on the committee offering her expertise in graphic design and previous experience working on Kids' Club materials and planning. Thank you to all who contributed to making the Kids' Club a reality!

Currently, there are 40 stores from our group who have signed up to have Peare's Pals Kids' Club in their stores. To-date there are approximately 1400 kids signed up. Every week more and more sign-up sheets are sent in to Northwest Grocers growing the club.

A promotional manual is in the process of being created to assist stores with kids' club events at store level. If you have had any events for kids in the past, please forward your ideas with how-to instructions to Judith.Smith@NWGrocers.com.

Great job Retailers for promoting Peare's Pals Kids' Club in your store!

HANK'S THRIFTWAY IS PEARE'S PAL!

Hank's Thriftway in Hillsboro, Oregon is a Peare's Pal! Angela Evans worked the launch event to sign kids up. Kids received an activity book and chocolate milk when they signed up. She did a great job decorating and promoting the Kids' Club!

Hank's Thriftway was also a sponsor at a local Kids' Fair where Angela Evans and her grandmother worked the booth signing up over a hundred more kids! They had kids decorate cupcakes and a local dairy furnished chocolate milk and other items to give away!

Great job to Hank's Thriftway for all your hard work!



Pictured above: Angela Evans at Hank's Thriftway during launch of Kids' Club.

To the left: Hank's Thriftway booth at local Kids' Fair in Oregon.



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Do you have any events or news item submissions for the next issue of The Scanner??? Please contact Judith Smith at 206-315-4429 or email Judith.Smith@NWGrocers.com



JIM'S THRIFTWAY IS HELPING TO EDUCATE FAMILIES

Karen Ward, co-owner of Jim's Thriftway in Banks, Oregon has helped to bring a program about healthy eating to her town. Jim's Thriftway is teaming up with the National College of Natural Medicine to provide a free 12-week workshop to the public. They have already had one set of workshops completed and another started right after the New Year. Each weekly class builds on the previous week and teaches a variety of things such as learning to read food labels, sharing food experiences, converting recipes to make them healthier, and helping people with food allergies make substitutions. Jim's Thriftway offers financial support for the program, as well as supplying the food participants make each week.

Congratulations on your commitment to healthier living in your community!

BLUEBERRIES ANYONE?

The Chilean Fruit Commission ran a Blueberry contest recently at store level. The first place prize of \$250 went to Trevor Dewespelere from Ralph's Thriftway and second place prize of \$150 went to Jeff Berg from Carnation IGA.

CONGRATULATIONS on "Berry" beautiful displays! :D

Pictured below on top: Trevor's display at Ralph's Thriftway

Pictured below on bottom: Jeff's display at Carnation IGA



NWG ANNUAL MEETING & STANDING TALL BANQUET

The NWG Annual Meeting was held Saturday afternoon, February 16th at the Embassy Suites in Bellevue, WA for Store Owners & Managers. The meeting concluded and shortly after the Cocktail Reception for the Standing Tall Banquet began. The 1st Annual Paper Airplane contest was held during the reception where participants crafted their paper airplanes and launched them off the 4th floor balcony of the hotel aiming for a target. Prizes included a free nights stay at the hotel won by Sam Cook—Village Market Thriftway, \$50 VISA card won by Kevin Stormans—Ralph's/Bayview Thriftway, & \$25 VISA card won by Ty Cline—Stadium Thriftway.

The evening continued with dinner and presentation of the Standing Tall nominees and winners for 2012. CONGRATULATIONS to both nominees & winners for demonstrating **Excellence!**

Winners were:

Red Apple Base Ad Group:

- Grocery Dept.—Fork's TW
- Bakery Dept.—Promenade RA
- Produce Dept.—Hilltop RA
- Wine Dept.—Bridle Trails RA
- Meat Dept.—Promenade RA
- Deli Dept.—Bridle Trails RA
- Floral Dept.—Front St. RA
- Store of the Year—Bridle Trails RA

Thriftway Ad Group:

- Grocery Dept.—Stadium TW
- Bakery Dept.—Village Market TW
- Produce Dept.—Village Market TW
- Wine Dept.—West Seattle TW
- Meat Dept.—Village Market TW
- Deli Dept.—West Seattle TW
- Floral Dept.—Village Market TW
- Seafood Dept.—Ralph's TW
- Store of the Year—Village Market TW



Pictured top left: Erin from Bert's Red Apple Deli. Dept. & Cheryl Smith—Northwest Grocers

Pictured bottom right: Joe Gleb from West Seattle TW Produce Dept. & Jason Kazmirski—Northwest Grocers