

Pa. stores win top honors in national apple promotion contest

BY SHEILA MILLER
CAMP HILL — Several Pennsylvania retail food stores received national recognition for their apple promotion efforts during October, 1979, National Apple Month. Close to seventy-five retail store managers and produce managers attended a special luncheon on Wednesday sponsored by the Pennsylvania Apple Marketing Board, at which time they received their winning plaques.

George Grubb, of Giant Food Stores, Inc., Carlisle, accepted the first place national honors for a corporate chain or division of chains with fewer than 50 stores. Upon receiving the award, Grubb stated he was not the one who should be standing there, but the 26 produce managers who did all of the work deserve the recognition for winning the top national honors.

Grubb was also awarded the Mid-Atlantic Regional honors plaque at the luncheon held at the Embers.

The Giant Food Stores were one of more than 3,500 stores that participated in the Greenthumber competition. These stores represented twenty states in the national contest.

A spokesman for the National Apple Month Board said that the contest provides an incentive for apple promotion, along with recognizing the managers doing good jobs, all with a healthy, friendly competition between managers, chain stores, and states.

The judges for the contest are changed every year, he noted. This year's judges were James D. Hall, Fruit & Vegetable Division, Agricultural Marketing Service, USDA; Melissa Mohr, Consumer Marketing Specialist, J. Walter Thompson Co., New York; and Larry Waterfield, Editor for "The Packer".

Another Pennsylvania winner in the corporate chain division of fewer than 50 stores was Market Operators, Inc., Allentown,

fourth place in the national contest.

P.A. & S. Small Co., York, took third place in the Greenthumbers national competition for voluntary and cooperative chains or divisions of chains of 50 or more stores. They received second place honors in the Mid-Atlantic Region contest.

Fox's Market, Middletown, won fourth place national honors as an independent store. In the Mid-Atlantic Region, Fox's came in first place for their apple promotion entry.

These markets and stores were recognized, along with others throughout the U.S.

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George Grubb, center, Giant Food Stores, Inc. of Carlisle, accepts the first place national honors for apple promotion in the category of chains with fewer than 50 stores. Making the presentation are John Rice, right, and Glenn Shaw of the Pa. Apple Marketing Board.

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