

Apple promoters win awards

HARRISBURG — Supermarket produce managers, store buyers and store owners were honored at the recent National Apple Month Luncheons held in Pittsburgh and Harrisburg.

National Apple Month Greenthumb Awards and state awards for marketing excellence in advertising and merchandising apples and apple products were presented during the luncheons, sponsored by the Pennsylvania

Apple Marketing Board and National Apple Month, Inc.

The promotions were conducted for two weeks or longer during October 1981 according to Larry Wright, Marketing Representative for the Board. Judging was based on the best overall job of advertising, public relations and merchandising conducted by the participating companies, as evidenced in their reports.

Guest speakers included Fred

Corey, director of Market Development for International Apple Institute; Marcia Hajduk, Dutch Pantry, Inc; Bill Bradley, Greenthumb Produce Company; Wilbur Siegrist, Bomberger's of Elm; John Rice, Rice Fruit Company; George Peters, Mt. Orchard Co-op; and Norm Datt of Treesdale Farms.

Glenn Shaw, chairman of the Apple Marketing Board and Robert Andrews, vice chairman,

presented National and Regional Awards to the following stores: Giant Food Stores of Carlisle was awarded fourth National honors and second Mid-Atlantic and Southeast regional honors for chains of fewer than 50 stores. Karns Foods of Mechanicsburg placed third regionally in the same category.

P.A. & S. Small Company of York, received first regional and second national honors among co-op chains of 50 or more stores.

Associated Wholesalers of York won fourth honors nationally and second regional honors for co-op chains of 50 or more stores. Golden Dawn Foods of Sharon won third regional honors and Greenthumb Produce (Fox Grocery Co.) of Belle Vernon, received fourth regional honors in the same category.

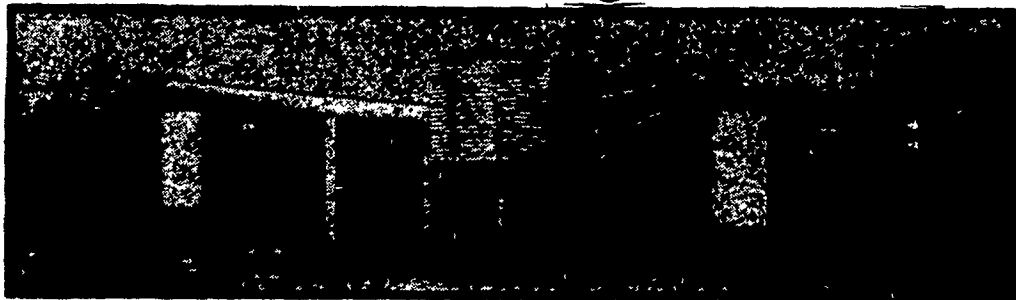
Bomberger's of Elm, won first regional honors for single in-

dependent stores with Baker's Food Market, Chambersburg receiving second regional honors and Stumpf's Market, Pittsburgh winning fourth.

Robert Andrews presented certificates of marketing excellence to Tammy Zenkovich, White Front Super Dollar; Beverly Brooks, Connellsville Super Dollar; Cindy Paskorz, Cheswick IGA Super Dollar; Margie Frydrych, Walt, Golden Dawn, Mercer; and Dean Wallace, Nate and Ralphs, New Castle.

Glenn Shaw presented similar certificates to Carrie Orner, Karns Foods; John Swenson, Karns Foods; Wilbur Siegrist, Bomberger's; Vernon Baker, Baker's Food Market, Richard Eby, Eby's General Store, Martindale; Elmer Zimmerman, W. C. Zimmerman and Sons, Intercourse and Paul Fox, Warehouse Food Mart.

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Wilbur Siegrist, right, receives the first place National award from Glenn Shaw, chairman of the Apple Marketing Board. Wilbur is manager of Bomberger's of Elm, Lancaster Co.

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