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FOR IMMEDIATE RELEASE

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GRAND RAPIDS, MICH. -- S. Abraham & Sons (SAS) Inc., a subsidiary of Imperial Trading Co, has successfully concluded their second year of celebrating National Candy Month.

Each June, National Candy Month, created by the National Confectioners Association (NCA), is used to bridge the gap between Easter and Halloween candy sales while also celebrating the sweet treats that can get us back to what we love.

“We are thrilled to announce the success of our 2022 National Candy Month promotion,” says Alyssa Snyr, Category Manager-Confection & Snacks, SAS. “We pushed every angle to ensure we had another outstanding year.”

Thanks to great vendor support, SAS promoted 10 full pages of deals on 80 confection items in the June Monthly Marketing Publication. Free point-of-sale kits were offered which included window clings and shelf danglers calling out National Candy Month to drive home the promotion at retail. To push sales over the top, SAS launched an innovative internal sales contest that drove a 13.5 percent sales growth for the entire confection category over the already successful program last year.

Following the success of the promotion last year, SAS added a bonus sales competition where reps set stores with SAS’ published National Candy Month Planogram that included 28 total confection items that were either on deal for the month, or recently launched into distribution. Reps sent images in for a chance to win one of seven \$1,000 prizes available. This resulted in 145 stores dedicating an endcap space for National Candy Month. Additionally, many stores uniquely promoted the program with video boards, props, or markdowns to execute the promotion at consumer level. This led to a total 7.5% unit growth over last year, with the items included in the POG seeing as high as 68% unit growth!

“It has always been a challenge in a convenience store to find a space for new item introductions. This contest encouraged our sales team to think out of the box, re-merchandise sections, and create a space for new items to be placed. The program was a big success and will lead to increased impulse sales and profits for our retail partners” says George Abdo, Vice President-Sales, SAS.

“This marketing campaign centered around engagement from distributor to consumer creating a focus at every level. An added benefit from a program like National Candy Month is it brought the fun back to the confection category,” added Marie Wise, Vice President-Marketing, SAS.

“Seeing the growth of this program a second year encourages us to continue to invest in innovative promotions,” says Snyr. “Candy is one of the most important categories in the convenience channel and SAS is fully committed to offering innovation not only in the products we offer, but the way we advertise and promote. We are already exploring how we can grow the excitement again next year!”

Imperial Trading Company and S. Abraham & Sons, Inc. provide marketing, distribution, and technology solutions to convenience retailers. Their service area extends from the United States and Canada border to the Gulf of Mexico where they service over 5,000 retail locations. The company’s strengths are its alliance with retail customers and the continued commitment to providing exceptional quality, value, and service.

Imperial Trading Company and S. Abraham & Sons, Inc. have six distribution centers serving 20 states and are headquartered in Elmwood, LA.

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