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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 its third year of celebrating National Candy Month.

The campaign, which ran throughout the month of June, witnessed an outstanding participation rate, with 40% of stores implementing captivating in-store promotions. As a result of this campaign, SAS experienced a 29% increase in unit sales over the prior month and a 21% increase in units over the prior year's program.

National Candy Month, an annual celebration endorsed by the National Confectioners Association (NCA), is dedicated to indulging in the sweetest treats. National Candy Month proved once again to be an ideal opportunity for retailers to showcase their confectionery products. By partnering with top confection manufacturers, SAS was able to generate significant sales growth for the category.

SAS offered a 16-page National Candy Month ad that featured deals on 112 top candy items. To help entice the sales team, there was an incentive for the sales region who sold the most items.

The in-store promotions were a key aspect of SAS's strategy, aimed at captivating consumers' attention within the candy aisle. SAS hosted a second sales competition, encouraging sales representatives to submit photos within an online portal with a goal of 20% of their stores showing the use of provided POS materials. This contest resulted in a 40% submission rate featuring anything from shelf danglers and window clings to homemade signs and retailers' own in-store contests!

"We are thrilled with the overwhelming success of our National Candy Month promotion," said Alyssa Snyr, Category Manager – Confection & Snacks at S. Abraham & Sons. "The collaboration between our manufacturers offering great deals, our sales representatives pushing the contests, and our retail partners' participation allowed SAS to create a buzz around confectionery products and drive sales. We are committed to continuing our tradition of providing outstanding National Candy Month promotions each 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 servicing twenty-one states and are headquartered in Elmwood, LA.

For further information, please contact Kaye Powell, VP Trade Marketing at kaye.powell@sasinc.com.