

1988
- to -
2000

Coborn's Grocer Awards

Coborn's has long recognized the need to reach out to provide assistance to the community and the individuals who call it home. The results have earned Coborn's numerous honors over the years for generosity in not only the communities it serves, but also the nation. The company has been named one of the 10 Most Generous Companies in the country by actor and philanthropist Paul Newman and John F. Kennedy Jr. The company's leaders also have been recognized individually for their commitment to giving back.

Coborn's does not only do good, it's also good at what it does. One of the best testaments to the company's commitment to excellence is its long track record of honors from the National Grocers Association. The company has received 19 runner-up awards and honorable mentions, 45 First Place finishes, and seven Best of Show awards. That is more than any other retailer in the past 20 years.

1980s

- 1988** NGA Excellence in Advertising: Honorable Mention – “Open 24 Hours”
NGA Excellence in Advertising: Honorable Mention – “Seafood in Minutes”
- 1989** NGA Outstanding Creativity in Advertising: Best Company Promotion/Public Relations Piece
NGA Excellence in Advertising: Best Institutional Print Ad
NGA Excellence in Advertising: Best Newspaper or Roto Ad Featuring a Single Department

1990

- 1990** Excellence in Advertising: Best Newspaper or Roto Ad Featuring a Single Department
- 1991** NGA Best Overall Merchandising Award
NGA Excellence in Advertising: Best Community Service Ad Campaign – “Cash Wise Cancer Day”
NGA Excellence in Merchandising: Best Deli Department Merchandising Event
- 1992** NGA Excellence in Advertising: Best Company Promotion/Public Relations Piece – Taste Christmas – “Cash Wise”
NGA Excellence in Merchandising: Best Merchandising Event Outside the Store
- 1994** NGA Excellence in Advertising: Best Convenience Store Ad – 1st Runner Up Little Dukes
NGA Excellence in Advertising: Best Item/Price Newspaper Ad – 1st Runner Up – Cash Wise
- 1995** NGA Excellence in Advertising: Best Convenience Store Ad – “Case Wise”
NGA Excellence in Advertising: Best Convenience Store Ad – “Little Dukes Open Easter”
NGA Excellence in Advertising: Runner Up – “8¢ Shrimp”
NGA Excellence in Merchandising: Best Outside the Store Merchandising Event – Cash Wise Apple Harvest Days
- 1996** NGA Excellence in Advertising: Best Company Promotions/Public Relations Piece
NGA Excellence in Advertising: “Mother's Day”
NGA Excellence in Advertising: Runner Up – Best Convenience Store Ad – “Little Dukes Grand Opening”
NGA Excellence in Merchandising: Best of Show
NGA Excellence in Merchandising: Best Deli Department Merchandising Event
- 1997** NGA Creative Choice Award for Merchandising: Runner Up Advertising Campaign – “Salad Eat Wave”
NGA Creative Choice Award for Merchandising: Runner Up Item/Price –
“General Mills & Coborn's Lower Cereal Prices”
- 1998** NGA Creative Choice Award for Merchandising: Runner Up Public Service Campaign
- 1999** NGA Creative Choice Award for Merchandising: Best Department Dairy
NGA Creative Choice Award for Merchandising: Best Outside the Store – Cash Wise
NGA Creative Choice Award for Merchandising: Runner Up Best Use of Grocery Bags

2000

- 2000** NGA Creative Choice Award for Merchandising: Best of Show
NGA Creative Choice Award for Merchandising: Best Execution of a Destination Center

- 2002** NGA Creative Choice Award for Merchandising: Best of Show
NGA Creative Choice Award for Merchandising: Best Outside the Store Merchandising Event

- 2003** NGA Grocers Care Award
NGA Creative Choice Award for Merchandising: Best of Show – “Neighbors Helping Neighbors”
NGA Creative Choice Award for Merchandising: Best Charitable Cause Merchandising Event
NGA Creative Choice Award for Merchandising: Honorable Mention – Cash Wise Food and Drug – “Can Can Sale”
NGA Creative Choice Award for Merchandising: Honorable Mention – Coborn’s - “Milk Mustache”

- 2004** NGA Grocers Care Award
NGA Creative Choice Award for Merchandising: Best GM/HBC Merchandising
NGA Creative Choice Award for Merchandising: Honorable Mention

- 2005** NGA Creative Choice Award for Advertising: Best Grand Opening/Special Event Ad
NGA Creative Choice Award for Advertising: Best Private Label Ad
NGA Creative Choice Award for Merchandising: Best Center Store Merchandising

- 2006** NGA Creative Choice Award for Advertising: Best of Show
NGA Creative Choice Award for Merchandising: Best Grand Opening/Special Event Ad
NGA Creative Choice Award for Merchandising: Best Nutrition Healthy Living Event
NGA Creative Choice Award for Merchandising: Best Sports Merchandising

- 2007** NGA Creative Choice Award for Merchandising: Best Charitable Cause Merchandising Event

- 2008** NGA Creative Choice Award for Advertising: Best Connections Through Technology – Nominated for Best of Show
NGA Creative Choice Award for Advertising: Honorable Mention in Advertising
NGA Creative Choice Award for Advertising: Honorable Mention in Advertising
NGA Creative Choice Award for Merchandising: Best Generational Marketing
NGA Creative Choice Award for Merchandising: Honorable Mention in Merchandising

- 2009** NGA Creative Choice Award for Merchandising: Best of Show – “BLEND”
NGA Creative Choice Award for Merchandising: Best Center Store
NGA Creative Choice Award for Merchandising: Best Nutrition/Healthy Living Event
NGA Creative Choice Award for Merchandising: Honorable Mention
NGA Creative Choice Award for Merchandising: Honorable Mention

2010

- 2010** NGA Creative Choice Award for Advertising: Best Public Service Campaign
NGA Creative Choice Award for Merchandising: Best Charitable Cause Event
NGA Creative Choice Award for Merchandising: Best Single Manufacturer Event

- 2011** NGA Creative Choice Award for Advertising: Best Non-Price Ad – “Fresh Meat Comparison Ad”
NGA Creative Choice Award for Merchandising: Best Center Store – “Case Wise Truckload Buys”
NGA Creative Choice Award for Merchandising: Best Fresh Foods – “Locally Grown Campaign”
– Nominated for Best of Show
NGA Creative Choice Award for Merchandising: Best Single Manufacturer Event
– “Huddle to Fight Hunger”
NGA Creative Choice Award for Merchandising: Honorable Mention - “Superhero Food Shelf Day”
NGA Creative Choice Special Recognition: Best Use of Kellogg Company Products

- 2012** NGA Creative Choice Award for Advertising: Best Connections Through Technology
– Nominated for Best of Show
NGA Creative Choice Special Recognition: Best Use of Unilever Company Products

- 2013** NGA Creative Choice Award for Advertising: Best Connections Through Social Media - “Messy Baby”
NGA Creative Choice Award for Advertising: Best Public Service Campaign
NGA Creative Choice Award for Advertising: Honorable Mention - “Cash Wise Carrie”
NGA Creative Choice Award for Merchandising: Best Private Brands Event
NGA Creative Choice Award for Merchandising: Honorable Mention - “P&G Olympics”
Topco: Best in Class Promotional Award

2000
– to –
2013

AWARDS



Coborn's Grocer Awards

2014
- to -
2019

Awards - 2014 and Beyond

Since the original Coborn's history book, "Beyond the Store Shelves" was published in 2014, Coborn's has been the recipient of many awards. We proudly want to share these awards that the company has received since 2014. Enjoy!

- 2014** NGA Creative Choice Award for Marketing: Best Private Brands Ad - "Legacy Brand Inserts"
NGA Creative Choice Special Recognition: Best Use of Kellogg Company Products
NGA Creative Choice Award for Merchandising: Best Private Brands Ad - "Legacy Brands"
United Way of Central Minnesota: Best Year End Partnership
Catholic Charities: Good Samaritan Award
Minnesota Grocer's Association: Best Overall Program Support
- 2015** NGA Creative Choice Award for Best of Show for Merchandising: "Minnesota's Own"
NGA Creative Choice Award for Merchandising: Best Health & Wellness Promotion, "Build A Better Basket"
NGA Creative Choice Award for Merchandising: Best Fresh Foods Merchandising - "Four Brothers Launch"
NGA Creative Choice Award for Merchandising: Best Center Store Promotion - "Frozen Foods Month"
NGA Creative Choice Award for Merchandising: Best Public Service or Charitable Cause Event - "Minnesota's Own"
- 2016** NGA Creative Choice Award for Merchandising: Best GM/HBC - "Natural Market"
Star Tribune Top 150 Workplaces Award
- 2017** NGA Creative Choice Award for Advertising: Best Connections Through Print - "More Rewards AdScape"
NGA Creative Choice Award for Merchandising: Best Public Service or Charitable Cause Event -
"World's Largest Pineapple Charitable Giving Promo"
Progressive Grocer - Outreach Innovation Award: "Meal Kits"
Simek's Excellence in Marketing Partnership
Simek's Promotional & Social Partnership
Second Harvest Hunger Hero Award
Topco Greatest Percentage of Growth Award
- 2018** NGA Creative Choice Award for Advertising: Best Integrated Marketing Campaign - "More Rewards 2.0"
NGA Creative Choice Award for Merchandising: Best Perimeter Departments - "Misfits Produce"
Achiever's 50 Most Engaged Workplaces
Produce for Better Health Foundation: More Matters Retail Role Model Award
- 2019** NGA Creative Choice Award for Advertising: Best Connections Through TV/Radio - "CobornsDelivers TV spot"
NGA Creative Choice Award for Merchandising: Best Public Service or Charitable Cause Event - "Food For A Cause"
NGA Creative Choice Award for Outstanding Merchandiser of the Year
Achiever's 50 Most Engaged Work Places

AWARDS

- 2020** NGA Creative Choice Award for Advertising: Best Connections through Social Media – Dietitians “Healthy Tip Tuesday”
 NGA Creative Choice Award for Merchandising Best Merchandising Local, specialty, emerging products:
 “That’s Smart” launch
 UNFI Master Marketer Award: New Prague, Clearwater, Sauk Rapids Grand Re-Opening Promotions
- 2021** Food Marketing Institute Gold Plate Award for Dietitian’s “Cooking With Kids” video series
 MGA Silver Plate Award Winner: Creative Choice Award for Best of Show for Merchandising-Community Engagement
 – “Operation Round-Up”
- 2022** NGA Creative Choice Award for Grand Opening or Remodel: Large Companies – “Coborn’s Buffalo, MN”
 NGA Creative Choice Award for Traditional Media-TV, Radio, and Print: Large Companies –
 Honorable Mention “Coborn’s Penny Pincher promotion”
 NGA Creative Choice Award for Grand Opening or Remodel: Large Companies – Honorable Mention
 “Coborn’s Willmar, Owatonna and Williston Cash Wise Grand Re-opening promotions”
 NGA Creative Choice Award for Seasonal Event: Large Companies – 1st Place Winner “Coborn’s Valentine’s Day
 personalized guest deliveries and holiday promotion”
 NGA Creative Choice Award for Center Store/Frozen/GM/HBC: Large Companies – Honorable Mention
 “Coborn’s Nostalgic Candy merchandising”
 NGA Creative Choice Award for Fresh Departments: Large Companies – Honorable Mention “Coborn’s Citrus Sale”
- The NGA also presents two special recognition awards annually. The Kellogg’s Company presents the Excellence in Environment, Social and Governance award to recognize business strategies focused on wellbeing, people, community, sustainability and beyond. Unilever presents a special recognition award, the “People Positive Award, that recognizes company’s efforts in cultivating not only a diverse workforce but greater society and companies who diligently implement new efforts to reflect these values.
- Coborn’s was especially honored this year to be recognized as the winner in both special recognition categories. Kellogg’s company executives awarded the Coborn’s “Inclusive Playground Round-Up” initiative as their choice for the Excellence in ESG Award. And Unilever executives chose the “Coborn’s Women’s History Month/Women Wine Makers” campaign as the winner of the People Positive Award.

•NGA = National Grocers Association