

MEMBERSHIP INFORMATION

*The Premier Frozen &
Refrigerated Foods Industry
Organization*



www.SCFRC.org

OUR MISSION AND PURPOSE

Established in 1952, our purpose is to exchange, discuss and develop ideas to further improve and stimulate the acceptance and promotion of frozen and refrigerated foods.

SCFRC is the premier food industry organization which strives to increase household penetration of frozen and refrigerated foods, delivering superior results to ultimately drive increased sales of consumer products through education, innovation, promotion, and community.

Southern California Frozen
SCFRC
& Refrigerated Foods Council

The Premier Frozen &
Refrigerated Foods
Industry Organization

27281 Las Ramblas, Suite 200
Mission Viejo, CA 92691
URL: www.scfrc.org

Phone: (949) 830-9584 Fax: (949) 830-9515
E-mail: info@scfrc.org

APPLICATION & RENEWAL FORM

Any person or firm whose business is connected with the frozen and refrigerated foods industry may become a member. We hereby apply for membership in SCFRC for fiscal year July 2008—June 2009. Two membership options are available: (check one)

- Corporate Membership \$250 (up to 10 employees from same company)
- Individual Membership \$125

Main Contact _____

E-mail _____

Company _____

Address _____

City _____

State/Zip _____

Phone _____

List additional members below:

Name _____

E-mail _____

Name _____

E-mail _____

Name _____

E-mail _____

Use a separate sheet for additional names.

CONSUMER PROMOTIONS

Free Standing Inserts are circulated to MILLIONS of homes in March and October. The FSI features coupons and package shots of the sponsoring manufacturer brands and directs consumers to the website to enter a \$10,000 sweepstakes.



BACK-TO-SCHOOL PROMOTION

An FSI is distributed throughout Southern California to targeted households. Consumer Sweepstakes to win a laptop computer.

COMMUNITY PROGRAMS

The kids at Orangewood Children's Home are provided breakfast — food items are donated and served by SCFRC volunteers. SCFRC also provides support to City of Hope Food Industry Circle.

HOLIDAY DINNER & DANCE

Enjoy an elegant evening of exquisite dining and dancing celebrating the holidays. This is a premiere program attended by top frozen and refrigerated foods executives and their guests.

GOLF TOURNAMENT

A fun day of golf, food and prizes with record attendance by the trade. Proceeds go to the Scholarship fund which benefits families of SCFRC members.

FOUNDATION

The SCFRC Foundation was established to enhance membership benefits for industry executives and to encourage educational growth of SCFRC members and their families. Immediate family members are eligible to apply for scholarships up to \$2,000 .



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