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Newport Avenue Market Wins National Marketing Awards

March 6 , 2017 – BEND, Ore. – [Newport Avenue Market](#) elevated the standards of creativity at the 2017 [National Grocers Association](#) Creative Choice Awards taking home two awards at the ceremony hosted in Las Vegas, Nevada on February 14, 2017.

Newport Avenue Market picked up first place awards for small retailers in the categories of Connections through Print category for ‘Shindigs’ a Holiday Recipe Guide and for the best Store Event ‘Meet the Ranchers.’

The annual Creative Choice Awards contest honors the best marketing and merchandising programs in the independent supermarket industry that have boosted store traffic, increased item or department sales, positively impacted overall store sales or provided a unique benefit to the community. Marketing campaigns and merchandising events or promotions held between December 1, 2015 and December 1, 2016 were eligible for this year's contest.

With a record number of over 300 entries, the Creative Choice Awards saw immense competition as independent supermarkets from across the United States battled it out to win big for creative marketing and event campaigns. A panel of industry experts recognized Newport Avenue Market’s campaigns for creativity, clarity and effectiveness.

Newport Avenue Market CEO, Lauren Johnson, commented on the success of the market at the 2017 National Grocers Association Show saying, “We love what we do and we always want our marketing to reflect our goal of creating a fun grocery shopping experience. We, along with our long-term marketing partner, [Every Idea](#), are honored to be recognized for the campaigns.”

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About Newport Avenue Market

Since opening in 1976, Newport Avenue Market in Bend, Oregon, has been the No. 1 choice of Foodies in Central Oregon. A 100-percent employee-owned boutique grocer, Newport offers shoppers both mainstream and hard-to-find food items as well as kitchenware and unusual gifts. An 18-time winner of “Best Grocery Store” in Central Oregon by *The Source Weekly*’s annual community poll, the market supports local producers and offers an expansive selection of high-quality, in-demand food and beverage items, including 500 varieties of craft beer. For more details, visit www.newportavemarket.com.

About Every Idea Marketing

Founded in 1991, Every Idea Marketing is Central Oregon’s most established marketing agency, known for award-winning creative and results-driven marketing services. As a full-service agency Every Idea provides strategic planning, design, public relations, digital and social media marketing. From its origins nearly 30 years ago through its expansive performance today, Every Idea thrives on creating strong partnerships and producing powerful business results for Northwest companies. For more details, visit www.every-idea.com.

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