



FOR IMMEDIATE RELEASE
March 2, 2020

Media Contact:

Lauren Johnson, Rudy's Markets, 541-382-3940, lauren@newportavemarket.com

Photo:

Newport Avenue Market's Rudy Dory (center) received National Grocery Association's 2020 Thomas K. Zaucha Entrepreneurial Excellence Award



Left to Right: Rudy Dory, Executive Chairman, Wendie Every, owner Every Idea Marketing, Lauren Johnson, CEO/President, Joe Anzaldo, COO. Photo by Misha Rockova Photography.

National Grocers Association Honors Rudy Dory with Entrepreneurial Excellence Award

Newport Avenue Market Wins National Marketing Awards

Bend, OR – The National Grocers Association (NGA) has presented the Thomas K. Zaucha Entrepreneurial Excellence Award to Rudy Dory, executive chairman of [Newport Avenue Market](#). The presentation took place on Feb. 22, at the 2020 [NGA Show](#).

“When you think of what it means to be an entrepreneur, Rudy Dory comes to mind. He’s worked almost his entire professional life in the grocery industry, growing Newport Avenue Market over the last 25 years into an innovative and strong business,” said Greg Ferrara, NGA president and CEO. “The company now operates three supermarkets that are dialed into the local community, providing excellence and quality to its customers. For Rudy, his love and passion for what he does are as strong as ever, and our entire industry is better because of him. I congratulate Rudy on receiving this award and look forward to working with him for years to come as we continue to advance the interests of our industry.”

Newport Avenue Market in Bend, Oregon, opened in 1991, focused on offering a variety of specialty and international foods. In 2015, the operation became the first employee-owned grocery in Central Oregon, with a staff invested in providing a unique shopping experience.

Since 2009, the Thomas K. Zaucha Award, named after NGA's first president and CEO, is presented annually to recognize an independent grocer's persistence, vision, and creative entrepreneurship.



Last year, Dory received the Clarence G. Adamy Great American Award, the NGA's highest honor for government relations and public affairs efforts.

Rudy is significantly involved in the community through environmental, community, and industry stewardship. The company reduced its landfill waste by nearly 60 percent in 2012 and continues to be involved in hunger prevention, fundraising more than \$270,000 for Bend Family Kitchen, through their Food for February program. In addition to serving on numerous national boards, Rudy has served as past board member of the United Way, the Bend Chamber of Commerce, and Rotary Club; and in 2000, he was named the Deschutes County United Way Volunteer Citizen of the Year. In addition, Newport Avenue Market was named Business of the Year by the Bend Chamber in 2014.

In addition to honoring Dory, Winsight Grocery Business chose Newport Avenue Market as one of their "[Remarkable Independents](#)" in the Masterful Marketing category for its creative advertising and merchandising.

The NGA also awarded Newport Avenue Market first place in the small operator traditional media print category for the 'We Believe' campaign and the Unilever Sustainable Living Award Category for the 'Breaking Up' Bag Ban campaign.

The Creative Choice Awards honor the best marketing and merchandising campaigns in the grocery industry that positively impact sales, benefit the community, and stand out creatively. The 2019 Creative Choice Awards encompassed over 500 entries submitted from supermarket operators throughout the country. Entries were judged on the criteria of creativity and effectiveness by a panel of thirty industry experts.

The marketing materials promoting Newport Avenue Market were produced in partnership with [Every Idea Marketing](#).

About Rudy's Market Inc.

Since opening its flagship grocery store in 1976, Rudy's Markets have been the No. 1 choice of foodies in Central Oregon. Today, Rudy's Markets Inc. operates three 100-percent employee-owned specialty grocery stores: Newport Avenue Market in Bend, and Oliver Lemon's in Sisters and Terrebonne. Rudy's Markets offers shoppers both mainstream and hard-to-find food items as well as kitchenware and unusual gifts. Its stores support local producers and provide an expansive selection of high-quality, in-demand food and beverage items, including 600 varieties of craft beer. For more details, go to 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.