

## 2025 Baking, Spices & Breakfast Foods, Winter Session

### Agenda

Tuesday, February 18, 2025		
Arrivals & Registration	10:00 AM	3:00 PM
Unleashing the Power of Social Commerce: Driving Omnichannel Growth with TikTok Shop	2:00 PM	2:40 PM
Innovate X: Winning in Grocery	2:00 PM	5:15 PM
From Aisle to Amazon: Amplifying Your Success on the World's Largest Marketplace	2:40 PM	3:10 PM
Meetings	3:00PM	6:00 PM
Navigating Growth and Innovation: Insights from Whole Foods' Local and Emerging Brands Team	3:10 PM	3:50 PM
Unlock Growth: Strategic Capital Access and Scaling Insights for CPG Brands in a Competitive Landscape	3:50 PM	4:35 PM
Data, Analytics, & Storytelling for the Modern Merchant Mindset	4:05 PM	4:35 PM
Marketing Transformation: How a Full Funnel Approach Unlocks Growth	4:35 PM	5:15 PM
Cocktails	06:00 PM	07:00 PM
Offsite - HOWL AT THE MOON	07:00 PM	09:30 PM
Wednesday, February 19, 2025		
Breakfast	6:45 AM	8:45 AM
Walmart Meet & Greet	7:30 AM	8:30 AM
Meetings	8:00 AM	12:00 PM

Beyond the Basics: Trends Shaping Center Store Shopping	8:30 AM	9:00 AM
Lunch	12:00 PM	1:00 PM
Meetings	1:00PM	4:00PM