



2025 Snack, Winter Session

Agenda

| Tuesday, February 18, 2025 | | |
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| Arrivals & Registration | 10:00 AM | 6:00 PM |
| Innovate X: Winning in Grocery | 1:00 PM | 5:00 PM |
| Unleashing the Power of Social Commerce: Driving Omnichannel Growth with TikTok Shop | 2:00 PM | 2:40 PM |
| From Aisle to Amazon: Amplifying Your Success on the World's Largest Marketplace | 2:40 PM | 3:10 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 |
| Driving Innovation and Supplier Growth in Grocery at Walmart | 5:15 PM | 6:00 PM |
| Cocktails | 6:30 PM | 7:00 PM |
| Dinner | 7:00 PM | 10:00 PM |
| Wednesday, February 19, 2025 | | |
| Breakfast | 6:45 AM | 8:45 AM |
| Beyond the Basics: Trends Shaping Center Store Shopping | 8:00 AM | 8:30 AM |
| Meetings | 8:00 AM | 12:00 PM |

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| Lunch | 12:00 PM | 1:00 PM |
| Meetings | 1:00PM | 5:00PM |
| Cocktails | 6:30 PM | 7:30 PM |
| Thursday, February 20, 2025 | | |
| Breakfast | 6:45 AM | 8:45 AM |
| Meetings | 8:00 AM | 12:00 PM |
| Lunch | 12:00 PM | 1:00 PM |
| Meetings | 1:00 PM | 5:00 PM |