



## 2016 Frozen, Refrigerated & In-store Bakery EPPS

### Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Sunday, August 21, 2016

#### Store Tours

##### **120 minutes**

Join your industry peers during the ECRM Store Tours. ECRM buses will shuttle participants to various retail locations for a self-guided tour. During this time participants will have the opportunity to review new trends and techniques that they can take back to the office. The tours will take place at the following retail locations:

Ralphs  
Vons  
Sprouts

If you would like to participate, please contact Ryan Radzinski at [RRadzinski@ecrm.marketgate.com](mailto:RRadzinski@ecrm.marketgate.com)

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## Health & Wellness Innovation Around the Perimeter

### 45 minutes

The shift to fresher foods is unstoppable. Whether it's gluten-free breaded fresh chicken strips, artisanal Scandinavian rye loaves, or refrigerated coconut milk, today's consumer focus—especially among trend-setting Millennials—is on fresh, real, clean label foods, preferably with a health and wellness halo. The new landscape of consumer priorities can be difficult for center store, shelf-stable product manufacturers to respond to, but it's open season for innovation along the grocery store perimeter. With a focus on the push for protein (meat and plant), grain innovation, superfood trends, and consumer ingredient avoidances, this session will help participants:

Track the role of health-oriented culinary trends in perimeter product innovation, and point to opportunities for menu-to-shelf trend translation

Get a cross-category survey of how "freshness" can anchor successful innovation in fresh and refrigerated packaged products

Chart how emerging consumer attitudes on health & wellness play out in perimeter, frozen, and center store shopping patterns, with a focus on Millennial-driven change

David Sprinkle, Research Director  
Packaged Facts



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## ECRM Welcome Reception/Panel Discussion

### 30 minutes

Join fellow industry peers for a demonstration of ECRM Connect and the ECRM event follow-up site. These demos will be followed by a panel discussion with past buyer and seller event participants. This panel discussion will help attendees gain insight into how to best prepare for meetings and how to maximize your time at the event and when following up with clients.

Sarah Davidson, Senior Vice President of Grocery  
ECRM



## The Customer Journey

### 40 minutes

Mapping your customer's journey is the best way to understand their needs at each of the four key phases of their interaction with your brand: Discovery, Engagement, Transaction, and Advocacy.

In the Discovery phase, for example, how have you positioned your brands in the minds of your customers when they are looking to solve specific health and beauty or meal solutions problems?

Even once they have found you, is your product the kind of product your customers want to talk about publicly? If not, you need some creative strategies to encourage better levels of Engagement so that they will look to Transact with you. When your product delivers on its promise, you have a golden opportunity to develop and cultivate Advocacy and create raving fans that will help promote your brand to other potential customers – but only if you are listening and paying attention to what your customers are saying about you and your products.

During his presentation, Bill Carmody, CEO of Trepont, will show retailers and suppliers how to map the customer journey to accelerate their brands.

Bill Carmody, CEO  
Trepont

