

2016 Global Wine, Beer & Spirits 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 28, 2016

Store Tours

150 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 follow the below agenda:

2:30 PM Meet in Hospitality

2:40 PM Buses Depart

3:00 PM - 3:40 PM Albertsons Store Tour

4:00 PM - 4:40 PM BevMo! Store Tour – A 'Bevmologist' will be on hand to answer questions

5:00 PM Return to Sheraton San Diego Hotel & Marina

What's Trending in Beverage Alcohol

45 minutes

Competition for each beverage alcohol drinking occasion and dollar has never been more intense across Beer, Wine, and Spirits, and across their retail channels, as beverage alcohol expands in size and influence. Yet, the specific components of growth are changing more rapidly than ever before as suppliers and retailers strive to meet the needs of rapid changes in the fabric of the American legal drinking age population. What's yesterday's rising star may be today's fading glory as new trends continue to reshape the category. Understanding these changing dynamics is critical to the success of both manufacturers and retailers in driving category success. Join Nielsen as we examine these growth factors, who's buying what, and what to expect looking forward.

Danny Brager, Senior VP-Beverage Alcohol
Nielsen



The Grand Tasting Sponsored by MMR

150 minutes

Buyers sample the products that are leading the industry with ground-breaking marketing visions, flavors and innovation. For each of the beer, wine and spirits categories, a gold and silver medalist will be awarded for the following criteria:

Best Marketing Vision: Criteria includes the products that establish excellence in retail shelf presence: store displays, POS, shelf presence.

Best Packaging: Criteria includes physical features of glasswork, labels, artwork – first impression from the eyes.

Overall Grand Tasting Winner: Criteria is strictly related to tasting: flavor innovation, taste/palate impression.

Much time has been spent carefully selecting the judges who can best evaluate these products. The following industry experts will sample and vote for their favorite product in their respective categories:

Beer Judge: John Deichler, Category Manager - Alcoholic Beverages at Murphy USA

Wine Judge: Adam Salzwedel, Own Brand Lead - Beverage at Meijer, Inc.

Spirits Judge: Matt Colglazier, Vice President of Marketing & Merchandising at Big Red Liquours, Inc.