

2017 Candy Planning: Everyday & Summer Seasonal 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 13, 2017

The State of the U.S. Confectionery Market: Trends & Opportunities (IRI)

60 minutes

The confections and snacking industry represents nearly \$65 billion dollars, \$24 billion for candy, across IRI's measured channels. Consumers love to indulge and treating with candy is among their passions. Larry Levin, EVP of Consumer & Shopper Marketing for IRI will discuss the state of the U.S. confectionery market as well as identify key trends around personalizing the consumer experience and the evolving importance of e-commerce platform that manufacturers can exploit for deeper household penetration.



Larry Levin, Executive Vice President of Consumer & Shopper Marketing
IRI

ECRM & Candy Industry Buyers Choice Awards



15 minutes

ECRM and Candy Industry Magazine are hosting the Candy Buyer's Choice Awards! Buyers attending the EPPS will have the opportunity to sample product and cast votes for the Best New Chocolate, Best New Non-Chocolate and Best New Novelty. For suppliers interested in participating please contact your account manager.