

## 2017 Coffee, Tea &amp; Cocoa 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.

Wednesday, February 22, 2017

**Panel Discussion - What's Brewing: Top Coffee and Tea Trends in the U.S. Market****60 minutes**

The coffee and tea categories are booming around the world, and the U.S. is no exception. During this educational session, Vanessa Facenda, Editor-in-Chief of Tea & Coffee Trade Journal, will present a brief overview of the coffee and tea categories in the U.S. market and highlight some of the top trends affecting both such as quality versus convenience, the millennial influence and single serve.

She will then moderate a panel discussion of buyers and sellers who will discuss these trends and their implications for their businesses and the industry as a whole.

Vanessa Facenda, Editor in Chief  
Tea & Coffee Trade Journal



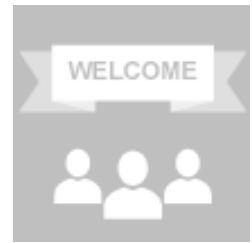
---

## ECRM Welcome Reception/Panel Discussion

### 30 minutes

This session will provide an overview of what to expect within the days to come at the event. The session starts with ECRM walking through the day by day agenda, highlighting the times, locations and events happening outside of your one on one meetings. There will also be a short demonstration on the technology you will have access to throughout the event. The main focus of this session is to get feedback from the expert buyer and seller panelist that have volunteered to provide the audience with tips on how to get the most of out of the event. They will answer questions around how to make the most of your time within the meeting, what things to cover, and of course how to best handle the follow up after the show. Most importantly, they will also be taking questions from the audience throughout the panel discussion.

Sarah Davidson, Senior Vice President of Grocery  
ECRM



## Buyer's Choice Awards - (The View)

### **60 minutes**

Participate in the Buyer's Choice Awards. In a large ballroom, suppliers will receive a table where they can prepare their item samples. Buyers will have the opportunity to taste each product presented and vote for their favorite. To participate, complete the below scorecard. You can also contact your account manager for more information.

The Tea & Coffee Trade Journal is sponsoring the tea and coffee categories while MMR is sponsoring the cocoa category. The category winners will receive coverage in the corresponding trade publication

[Click here](#) to complete the scorecard.

### **Below is the Agenda for the Awards:**

5:30 - 6:00 PM: Suppliers set up

6:00 - 7:00 PM: Buyer Voting and Tasting

8:00 PM: Winner Announced