

## 2020 Store Brand Foods - Center Store Session

### 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, September 13, 2020

#### Roundtable Recap: Sustainability & Recycling



Fair Trade USA's Mel Bandler provides takeaways from the roundtable she moderated:

**Topic:** Sustainability & Recycling: As we see more and more retailers taking a stance on sustainability, what changes are still to come? (packaging, partnerships, options, pricing etc.)

Mel Bandler, Retail Partnerships Manager  
Fair Trade USA

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## Roundtable Recap: COVID & Better-for-You Products

Dan Lohman, Strategic Advisor for Brand Secrets & Strategies, provides some takeaways from his roundtable discussion:

**Topic:** In wake of COVID-19, many more people are now looking at their health, and how to keep their immune system up, what does this mean for the “better for you” products? Discussion around where the industry will be 3-5 years from now.

Dan Lohman, Strategic Advisor  
Brand Secrets & Strategies



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## Roundtable Recap: What's Next in Store Brands?

Kristin Gorski, Director of Business Development for Nielsen, provides takeaways from the roundtable discussion which she moderated.

**Topic:** What’s next in store brands? Growth continues, how does this translate working within an ecommerce environment.

Kristin Gorski, Director of Business Development  
Nielsen



## TIP Session - Thought Interaction Pods

### 30 minutes

TIP, short for Thought Interaction Pods, will take place Tuesday morning.

The session gives participants the opportunity to discuss relevant industry topics in a round table format with fellow industry professionals sitting at the table.

**Moderator: Wayne Bennett, SVP of Retail, ECRM**

More cooking at home vs. dining out- how do you win that trip? Discussion around what retailers and brands are doing to help capitalize on the cooking at home trend today?

**Moderator: Kristin Gorski, Director-New Business Dev Select Growth Accounts, The Nielsen Company**

What's next in store brands? Growth continues, how does this translate working within an ecommerce environment.

**Moderator: Daniel Lohman, Brand Secrets and Strategies Podcast and YouTube Host, Brand Secrets and Strategies**

In the wake of COVID-19, many more people are now looking at their health, and how to keep their immune system up, what does this mean for the "better for you" products? Discussion around where the industry will be 3-5 years from now.

**Moderator: Mel Bandler, Retail Partnerships Manager, FairTrade USA**

Sustainability & Recycling: As we see more and more retailers taking a stance on sustainability, what changes are still to come? (packaging, partnerships, options, pricing etc.)

