

## 2023 Frozen Foods, Fall 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, August 27, 2023

#### Store Tours

##### 120 minutes

While in Chicago, take time to check out some local retail stores. Below are the 3 we recommend walking distance from the hotel. We also will have a shuttle running from 2 PM - 4 PM on arrival day if you want to catch a ride between stores!

##### Store Tours Shuttle

**Sunday, August 27th 2 PM - 4 PM**

Potash Markets

Bockwinkel's

Foxtrot

## Are You Prepared for Gen Z?

**40 minutes**

How are your marketing strategies changing for the new generation of spenders? Bethany Gomez, Managing Director of Brightfield Group, will share insights into how Gen Z's purchasing and psychology differ from older generations. The presentation will answer:

- What meat, dairy, and produce products are Gen Z purchasing?
- How do Gen Z consumers post about these products on social media?
- Where is Gen Z shopping?

Bethany Gomez  
Brightfield Group

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## TIP Session - Thought Interaction Pods

### 45 minutes

#### **Monday, August 28th 5:45 PM - 6:30 PM**

TIP, short for Thought Interaction Pods, will take place Monday evening.

This is a great networking event giving participants the opportunity to discuss relevant industry topics in a round table format with fellow industry professionals sitting at the table.

#### Conscious Consumers- Wayne Bennett, SVP of Retail, ECRM

- Discuss the ongoing trends around purpose driven and sustainable products and initiatives

#### Industry Trends- Patrick Dougherty, Director- SMB, Grocery, NielsenIQ

- Discuss the latest trends across retail and how it impacts our categories, brands, and decisions.

#### Masterful Marketing- Joe Tarnowski, VP of Content, ECRM

- Discuss how brands and retailers can best collaborate on marketing efforts that get consumers into the stores and buying their products..

#### Generational Trends in CPG – What Are You Seeing?- Bethany Gomez, Managing Director, Brightfield Group

- Each generation approaches wellness differently. Today, brands are honing on these generational differences, using them to target accordingly. Led by Bethany Gomez, Managing Director of Brightfield Group, this roundtable will ask participants to discuss the key generational differences they are seeing affect their industry and business, as well as those trends guiding brand strategy.

## Growth Opportunities in Deli, Dairy, Bakery & Frozen Categories (NielsenIQ)

**40 minutes**

Join Patrick R. Dougherty from NielsenIQ to understand the latest consumer trends in deli, dairy, bakery and frozen departments, from wellness to inflationary impacts, and how consumers' purchasing behavior continues to evolve across these categories. Audience members will learn key drivers shaping demand and how to drive category growth in the coming year.



Patrick R. Dougherty, Director Small Business Acquisition | Grocery  
NielsenIQ