

## 2024 Coffee, Tea & Cocoa, Winter 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.

Monday, February 19, 2024

#### Sustainability, Innovation, and Consumer Insights in Coffee, Tea, and Cocoa

**30 minutes**

**Monday, February 19th | 5:00 PM - 5:30 PM**

Consumers are seeking to make good choices for the planet, and for themselves creating opportunities for innovation in coffee, tea, and cocoa products. Join us to learn about the latest trends shaping these industries, from sustainable practices to innovative flavors.



Olga Preston, Manager of Business Development  
Fair Trade USA

## ECRM Roundtables

### 40 minutes

**Tuesday, February 20th | 5:50 PM - 6:30 PM**

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.

#### Consumer Spotlight

- Discussion around today's shopper, and how best to serve their needs and wants

#### Achieving growth beyond inflation

- Price, distribution, promotion, trends, what does it take to win in today's environment

#### Trends in retail today & coming tomorrow

- Discuss key trends and opportunities in today's market
- How will AI impact trends for the future

#### Successful partnerships to win at retail

- Discuss examples of buyer and seller partnerships that help everyone win
- Explore ways to achieve success through industry relationships and partners

#### Driving excitement in center store

- Discuss innovative concepts, best practices and ideas
- Examples of how other areas of the store have transformed