

## 2024 Beverage, Summer 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, July 21, 2024

#### Beverage Market Trends

**40 minutes**

Join NIQ's Jordan Moore as she explores the Functional Beverage market. Learn how the "provides energy" claim drives the market, the rapid growth of the Obesity & Metabolism Support claims, and get insight on the four main themes driving sales. Also, we'll explore what claim Sparkling Water & Kombucha capitalize on to drive sales and how Energy Beverages aren't the only ones benefiting from the "provides energy" claim. Uncover growth drivers with specific claims positioned for sustainable success and learn how consumer perceptions and successful product spotlights. Take advantage of this comprehensive overview to stay informed and make strategic decisions in the Functional Beverages market.

Jordan Moore, Client Director, Emerging Beverage  
NielsenIQ

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## Beverage Tasting Experience

### 60 minutes

Join us for the Sample Experience on Sunday evening during cocktails! Suppliers will submit their product offerings. All attendees will have the chance to sample while getting to network.

For more information about how you can participate please contact your Client Success Manager.

**\*\*Please Note\*\* Vendor setup starts at 5:00 PM. Limit one product per vendor.**

Monday, July 22, 2024

## Unlocking Success: Walmart's Innovation, Sustainability, and Partnership Strategies for Center-Store Grocery

### 45 minutes

This panel discussion covers Walmart's key initiatives and future plans for center-store grocery. It includes insights from Walmart executives on their roles and focus areas, particularly highlighting the "Pantry With A Purpose" program, which aims to promote sustainability and social responsibility in product sourcing. The panel also discusses whether new brands should launch exclusively at Walmart and the benefits of doing so. Attendees will learn what types of innovations Walmart is looking for from suppliers, including eco-friendly solutions and social media /e-commerce capabilities. Additionally, the panel will provide essential tips for new suppliers on how to do business with Walmart, how the company integrates sustainability into its buying process, and what suppliers should include in their presentations. The session wraps up with final thoughts on building successful partnerships with Walmart.

**\*\*\*Suppliers Only**

Tasha Tandy, Vice President Merchandising, Breakfast, Baking, & Commodities, and Shawn Townzen, Vice President – DMM, Dry Grocery  
Walmart

