2024 Condiments, Sauces & Spreads, 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.

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