

## 2025 Frozen Foods 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.

Tuesday, April 8, 2025

#### Gen Z Consumer Trends

**40 minutes**

Gen Z, making up nearly 25% of the population, is set to lead consumer spending by 2030. To grow with this transformative generation, understanding their unique shopping behavior is crucial. Join expert Colleen McGinnis to uncover the trends in the category, and the distinct preferences. Identify risks and opportunities, and learn strategies for engagement and loyalty. Position your business for sustained growth in 2025 and beyond by aligning with the generation driving the future of retail.

Colleen McGinnis  
NielsenIQ