2025 Asian, Hispanic & Global Cuisines 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 20, 2025

Tasting Experience

60 minutes

Get ready for a deliciously fun evening! Join us as suppliers serve up tasty samples, all while you mingle and sip at the cocktail reception. It's the perfect way to discover new flavors, meet industry pros, and enjoy a great time!

Beyond Borders: Unlocking Growth Through Asian, Hispanic & Global Cuisines in Grocery



50 minutes

Monday, July 21st | 8:00 AM - 8:50 AM

As consumer palates evolve and cultural diversity continues to shape the grocery landscape, the demand for authentic, flavorful, and globally inspired foods continues to grow. This presentation explores the opportunity for retailers and brands to invest in Asian, Hispanic, and other global cuisines—not just as a trend, but as a long-term growth strategy.

Join us as we dive into the data, uncover emerging consumer behaviors and spotlight innovative merchandising strategies that are driving category expansion. From aisle reinvention to cross-cultural marketing, discover how embracing global flavors can deepen shopper loyalty, attract new demographics, and future-proof your grocery business.

Whether you're a retail buyer or brand marketer, this session will equip you with actionable insights to tap into one of the most dynamic and flavorful growth engines in the food industry today.

Diana Leza Sheehan, Founder
PDG Insights