2025 Baking, Spices & Breakfast Foods, 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 21, 2025

### Inside the Aisles: Consumer Trends Reshaping the Grocery Center Store



**30 minutes**

**Monday, July 21st | 2:15 PM - 2:45 PM**

Today's center store is evolving fast - driven by shifting consumer values, digital habits, and new definitions of health, convenience, and value. In this 30-minute session, we'll explore key trends influencing shopper behavior across core grocery categories, including:

- The rise of purpose-driven and health-conscious purchasing
- The impact of digital discovery and omnichannel shopping
- The balance between value-seeking and premiumization
- Generational and cultural shifts that have an outsized impact on historic expectations of brands and retailers

Join us for actionable insights and fresh perspectives on how to keep your center store strategy aligned with what today's consumers really want.

Diana Leza Sheehan, Founder
PDG Insights

# Walmart Meet & Greet

## 765 minutes

**Tuesday, July 22 | 7:45 AM - 8:30 AM**

Join us to grab a coffee and meet Walmart Grocery Leadership Team.
This is an informal opportunity to say hello and introduce yourself to Walmart leadership.

Attendees:
Tasha Tandy- Vice President of Merchandising- Breakfast, Baking, & Commodities
Shawn Townzen- VP, DMM- Dry Grocery
Heather Seymore- Merchandising VP: Snacks
Melissa Hagerman- Senior Director Merchandising, Global Foods

Walmart