

2025 Campus Foodservice 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, October 6, 2025

Redefining Consumer Choices: The Impact of GLP-1 Medications on Food, Beverage, and Lifestyle



60 minutes

Monday, October 6th | 4:00 PM - 5:00 PM

As GLP-1 medications reshape consumer health and wellness behaviors, the ripple effects are being felt across the entire CPG landscape. Join NIQ's Sherry Frey, as she explores the latest insights into the evolving profile of GLP-1 shoppers. This session will unpack how these consumers are redefining food, beverage, and lifestyle choices, and what that means for brands looking to stay ahead. From shifting purchase patterns to emerging product preferences, Sherry will highlight key data-driven trends and uncover actionable opportunities for innovation, marketing, and product development. Whether you're in strategy, innovation, or brand management, this session will equip you with the knowledge to navigate and capitalize on this transformative moment in consumer behavior.

Sherry Frey, VP of Total Wellness
NielsenIQ

Roundtables

45 minutes

Monday, October 6th | 5:00 PM - 5:45 PM

This is a great networking event, giving participants the opportunity to discuss relevant industry topics in a round table format with fellow industry professionals sitting at the table.

Over the 45 minutes, participants can choose a table with an assigned topic to discuss. After 20 minutes, we will pause and ask everyone to switch to a second table topic.

Partnering for Growth: Collaborative strategies between buyers (universities and retailers) and suppliers in health-conscious categories (**Nancy Trent, Founder, Trent & Company**)

- Discuss how universities, retailers, and suppliers can partner to expand the reach of healthy food products
- Examples of co-branding, joint promotions, and other strategies that are win-win

The Rise of Health Conscious Eating: Staying ahead of consumer trends (**Brandy Stire, West Virginia University**)

- Discuss the emerging trends and consumer preferences of today and ways to adapt to meet future needs.
- Explore up-and-coming trends

Rise of the GLP-1 Shopper: How to support the needs of this growing group of consumers (**Sherry Frey, VP of Total Wellness, NielsenIQ**)

- Review the needs of the GLP-1 shopper and how it is shaping consumer preferences and behavior
- Best practices and trends on the shelf and marketing to these shoppers

Sustainability in the Food & Beverage Industry: Challenges & Opportunities (**Noah Hyams, Founder, VEGPRENEUR**)

- Explore how consumers are driving sustainability demands and what buyers are looking for.
- Current and coming best practices

Consumer Behavior: What is driving purchasing today (**Michael Politz, Founder, Food & Beverage Magazine**)

- Discuss key drivers behind purchasing decisions at the store and on campus.
- Discuss how to reach a diverse consumer base, Millennials, Gen Z, and older generations

Cocktail & Tasting Reception

60 minutes

Monday, October 6th | 5:45 PM - 6:45 PM

Join us for a lively cocktail reception where you'll have the chance to sample innovative offerings from our participating suppliers. Mingle, explore new flavors, and connect with industry peers in a relaxed, fun atmosphere. Don't miss out on this exciting opportunity to sip, savor, and network!

Tuesday, October 7, 2025

University Roundtables

50 minutes

Tuesday, October 7th | 8:00 AM - 8:50 AM

Exclusive Round Table Discussion for University Buyers

This is a unique opportunity for university buyers to come together in an intimate, collaborative setting to share insights, tackle industry challenges, and explore the latest trends shaping the future of our sector. Engage in meaningful conversations with peers, network with key industry players, and gain valuable perspectives that can help you stay ahead of the curve.

Note: This round table is exclusively for university buyer attendees.

1. AI & Technology in Campus Dining (Ryan Yates, University of California)

- **Forecasting & Efficiency:** How are AI tools being used for predictive ordering, waste reduction, or menu forecasting?
- **Student-Facing Tech:** Mobile ordering, kiosks, robotics – what’s enhancing convenience, and what’s creating friction?
- **Human vs. Machine Balance:** How much automation is acceptable before the dining experience feels impersonal?
- **Pilots & Case Studies:** Who has tried AI/robotics, and what’s worked (or failed)?

2. Mental Health & Dining as Community (Ryan Yates, University of California)

- **Social Hubs:** How can dining halls be designed/used to encourage connection and reduce isolation?
- **Food & Mood:** What role do menu offerings (comfort foods, brain foods, “wellness plates”) play in student wellbeing?
- **Collaboration:** How can dining partner with counseling/wellness teams to support mental health initiatives?
- **Stress & Food Insecurity:** Recognizing that food insecurity itself is a mental health stressor – what interventions are helping?

3. Emergency Preparedness & Supply Resilience (Ryan Yates, University of California)

- **Contingency Planning:** What systems are in place if a supplier can’t deliver? Do campuses have backup menus or secondary vendors?
- **Regional Collaboration:** Can universities partner locally/regionally to ensure stability during crises?
- **Lessons Learned:** What strategies from COVID, labor shortages, or weather emergencies have carried forward?

Roundtables

60 minutes

Tuesday, October 7th | 5:30 PM - 6:30 PM

This is a great networking event, giving participants the opportunity to discuss relevant industry topics in a round table format with fellow industry professionals sitting at the table.

Over the 45 minutes, participants can choose a table with an assigned topic to discuss. After 20 minutes, we will pause and ask everyone to switch to a second table topic.

1. Trends in Health-Conscious Menus (**Noah Hyams, Founder, VEGPRENEUR**)

- How are foodservice operators adapting their menus to cater to health-conscious customers without compromising taste and profitability?
- What are the trends with all the buzz in the foodservice world hitting menus?

2. Sustainability in Foodservice: From Sourcing to Packaging (**Alex McGowan, Restaurant Supply Chain Solutions**)

- How can operators and suppliers collaborate to improve sustainability
- Effective ways to incorporate sustainable practices

3. The Future of Menus: Technology, Customization, and Consumer Expectations (**Jackie Craig, Perkins Management**)

- How can technology help improve menu development
- Explore consumer demands for menu options and the rise of build-your-own concepts

4. Creating Memorable Dining Experiences: From Concept to Execution (**Michael Politz, Founder, Food & Beverage Magazine**)

- Explore what makes dining experiences stand out in today's competitive market

5. Cost Control Strategies in a Volatile Market: Balancing Quality & Profitability (**Fedra Chappell, Associated Food Stores, Inc.**)

- Discuss the rising costs of ingredients, labor, and overheads in the current market
- What innovative ways have buyers and sellers used to help manage cost without sacrificing quality?

6. Optimizing the Frozen & Refrigerated Aisles: Best Practices for Merchandising (**Cecil Boyd, URM**)

- Discuss effective strategies for merchandising frozen, refrigerated, and deli

products to maximize sales.

- What role do packaging, in-store displays, and cross-category promotions play in increasing consumer engagement

7. Food & Beverage as Medicine (**Traci Takeuchi, University of California, Santa Cruz**)

- Discussion around the future of functional food and beverage offerings