2026 Baking, Spices & Breakfast Foods, Winter 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, February 17, 2026

Retail Rodeo Scavenger Hunt - RSVP Required

210 minutes

Tuesday, February 17th | 12:00 PM - 3:30 PM

Ride Along for a Texas-Sized Retail Adventure!

Join ECRM's Retail Rodeo — an energizing, on-the-road learning experience where buyers and CPG brand owners explore Dallas-area stores.

With our "Bingo Scavenger Hunt," you will uncover the retail trends shaping tomorrow's grocery aisles and have time to browse for your own insights.

Connect attendees, spark insights, and highlight real-world packaging, merchandising, and pricing strategies across Texas's most influential retailers.

TOUR STOPS

We depart from our hotel for 3 stops and bring you back to the hotel for a hosted cocktail hour and award ceremony!

H-E-B Alliance Market - Fort Worth

Why Visit: H-E-B is one of America's most admired regional grocers and a Texas icon, known for exceptional store layout and private label innovation.

Total Stores: 430+ statewide (Privately held by H-E-B Grocery Company, in San Antonio, TX)

Central Market - Southlake

Why Visit: Central Market is the gourmet, high-end division of H-E-B — a Texas exclusive known for its elevated shopping experience, international selections, and unique "experiential" merchandising

Total Stores: 10 Statewide (Privately held by H-E-B Grocery Company)

Tom Thumb - Grapevine

Why Visit: A traditional grocery format ideal for observing category management, promotional strategy, and shopper flow.

Total Stores: 60+ in North Texas under the Tom Thumb banner (Publicly owned by Albertsons Companies, NYSE: ACI)

Created by Emily Anne Page & START to SOLD

Supplier Spotlight

60 minutes

Kick off the session in style! During the entire week, we'll feature Supplier Spotlights, a showcase where participating suppliers can spotlight one standout product for buyers to check out. It's free to participate for suppliers, and a great way to spark conversations and get your brand noticed right from day one. Buyers, be sure to stop by to check out the featured products throughout the reception!

Cocktail Reception & Retail Rodeo Awards/Kids' Choice Awards

60 minutes

Tuesday, February 17th | 6:00 PM - 7:00 PM

Join us for cocktails as we announce the winners from Retail Rodeo and Kids' Choice Awards.