2026 Private Label Food & Beverage 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, April 20, 2026

Private Label Leadership Summit

150 minutes

Discover what's next in private label at our **Private Label Leadership Summit**. Dive into the latest retail trends, hear directly from top executives shaping the space, and learn actionable strategies to drive collaboration and scale your business for long-term success.

Speaker details coming soon!

Private Label Leadership Summit: Walmart



30 minutes

Fireside Chat with Walmart

Drew Sadler, Vice President – Sourcing, Food Pantry
Walmart

Private Label Leadership Summit: Worldwide Grocery - Amazon/Whole Foods



30 minutes

Fireside Chat with Worldwide Grocery - Amazon/Whole Foods

Jen Coccaro is Director of Private Brands for World Wide Grocery North America, where she leads strategic sourcing, product innovation, and supplier partnerships across the Amazon grocery private brand portfolio including Whole Foods Market, 365 by Whole Foods Market, Amazon Grocery, and Amazon Saver brands. In this role, she drives quality assurance, sustainable sourcing practices, and product development that delivers value and accessibility to customers across all channels.

Prior to her current role at Amazon, Jen served as Vice President of Meat and Seafood Merchandising, Sourcing, Inventory, and Seafood Supply Chain at Whole Foods Market. She also held Vice President roles overseeing Whole Body, Local and Emerging Brands, and Strategic Partnerships. Throughout her career Jen has championed supplier accountability, ethical sourcing, and innovation that makes quality food options accessible to diverse customer segments.

Jen Coccaro, Director of Private Brands
World Wide Grocery North America,

Private Label Leadership Summit: Target



30 minutes

Fireside Chat with Target

Katherine Guarino, Director Owned Brand Merchandising - Food & Beverage
Target

Private Label Leadership Summit: PDG Insights



35 minutes

Beyond Value: What Today's Private Label Shoppers Really Want

Private label has become a destination–not a trade-down. But as shoppers evolve, so do their expectations for value, experience, and cultural relevance. In this fast-paced 40-minute session, consumer strategist Diana Leza Sheehan of PDG Insights breaks down the most important shifts in shopper sentiment shaping private brand growth in 2026 and beyond.

You'll walk away with three critical insights:

1. **The New Value Equation:** Why shoppers no longer define value by price alone and how expectations around quality, transparency, and purpose are reshaping private label loyalty.
2. **The Emotional Drivers Behind Choice:** Fresh insights into the motivations influencing trial and repeat purchases, including trust, retailer identity, and the expanding role of premium store brand experiences.
3. **The Rising Influence of Culture & Identity:** How growth consumers, including Latino and Millennial shoppers, are redefining flavor, authenticity, and brand connection, and what this means for innovation and collaboration.

Perfect for both retailers and manufacturers, this session translates shopper sentiment into clear strategic actions that strengthen private brand programs and partnerships.

Diana Leza Sheehan, Principal & CEO
PDG Insights