2026 Candy Planning: Everyday & Summer Seasonal 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, August 25, 2026

State of the Candy Industry



40 minutes

Dan Sadler with Circana will share a focused overview of key industry trends shaping today's market, highlighting how evolving consumer needs, seasonality, and value-driven behaviors are creating growth opportunities. Both buyers and sellers will learn strategies to expand Everyday/Basic and Summer Seasonal sales, leveraging shifts in demand, assortment optimization, and targeted engagement to drive incremental performance.

Dan Sadler, Vice President, Team Lead - Confections Vertical
Circana

Cocktails - Buyers' Choice Awards Winners Announced

30 minutes

Wednesday, August 26th | 6:30 PM - 7:00 PM

Join us for cocktails as the winners of our Buyers' Choice Awards, hosted by Candy Industry, are announced!