2025 Frozen Foods, Fall 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.

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. Cost Control Strategies in a Volatile Market: Balancing Quality & Profitability

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

2. Optimizing the Frozen & Refrigerated Aisles: Best Practices for Merchandising

- Discuss effective strategies for merchandising frozen, refrigerated, and deli products to maximize sales.
- What role packaging, in-store displays, and cross-category promotions play in increasing consumer engagement

3. E-commerce & Delivery: Navigating the future of Frozen, Meat, Dairy, Deli, and Bakery Categories

- How is growth of online grocery shopping affecting frozen and refrigerated sales
- Discuss innovations in shipping and logistics of items for these categories