



2026 Natural, Organic, Plant-Based & Gluten Free 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.

Doing the Math

40 minutes



Doing the Math: *How constrained budgets are a priority for healthy eating in the protein aisle*

Health-focused eating is no longer limited to affluent households — but the tradeoffs constrained shoppers make in the protein aisle look nothing like the ones premium shoppers make. How often families eat meat, which proteins they choose, which claims earn a premium, and how that calculus shifts under budget pressure: this session maps the behavior, tracks the dollars, and identifies where the next growth opportunity is actually coming from.

Which proteins win with value seeking consumers?

With frozen and shelf-stable seafood gaining share, where should distribution investment move?

Do accessible claims outperform full organic certification for value-seeking shoppers?

With more than a decade of experience supporting CPG companies across the total store, Maria has served as a senior advisor in C-suite engagements and founded NIQ's Wellness Center of Excellence. An industry speaker across food, wellness, and sustainability, she is driven by a belief that data should not only inform the decisions of companies but also improve the lives of consumers.

Maria Maysonet, Director, Thought Leadership
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