



AGENDA

Monday, April 4, 2022

11:30am - 5:30pm

Greater Penguin Golf Tournament
The Raven Phoenix Golf Club

**Beverage Cart
Sponsored by:**



6:30pm - 8:00pm

Welcome Reception • East Courtyard

Sponsored by:



Tuesday, April 5, 2022

6:30am - 7:45am

Breakfast • Cloister Dining Room

8:00am - 8:45am

Retailer Keynote • Palm Ballroom
Rich Wardwell, President, Superior Grocers



8:45am - 9:30am

We're Not Like the Rest
Jason Smith, Managing Director, Shopper Intelligence



Jason Smith will dive into unique data from a 2021 study of 130,000 shoppers, which offers perspective into how frozen and dairy category shoppers are unique compared to the rest of the store. Gain insights on understanding category role, what's most important to shoppers and how retailers and manufacturers can best market to them. Explore data comparing various channels and how our categories differ between brick & mortar versus online retailers, and how everything has evolved since COVID.

9:30am - 10:15am

**Omnichannel, Private Label & Food Innovation:
3 Things to Keep on Your Radar**
Tom Bailey, Senior Analyst, RaboResearch



This session from RaboResearch will look into the significant growth of omnichannel strategies since 2020; and if these models, some of which were hastily incorporated, will hold up over time. Another question to investigate is why has the United States been slow to adopt private label compared to other markets? And lastly, how are businesses using food innovation and startups to drive sales? Rabo will take a look at these questions as well as review consumer trends and products in which we see potential.



AGENDA

10:15am - 10:45am

Break

10:45am - 11:30am

Micro-Fulfillment Centers: Frozen & Refrigeration Options

Curt Avallone, Chief Business Officer, Takeoff Technologies



This presentation will describe the economics surrounding the use of robotics, artificial intelligence and temperature control technology to profitably develop E-grocery operations through hyperlocal micro-fulfillment centers that can be attached to existing retail outlets or developed as stand-alone facilities.

11:30am - 12:15pm

Looking Ahead: America in Transition

Colleen McClellan, Director/Sommelier/WSET III, Datassential



Join Colleen McClellan from Datassential to understand how our consumers' in and out of home behavior has shifted from new food values and evolving wellness needs to the future restaurant and grocery experience.

12:15pm - 1:15pm

Lunch • Cloister Dining Room

1:15pm - 2:00pm

Winning the Hearts and Minds of Gen Z

Mike Poznansky, Founder & Managing Partner, Neato



Mike's presentation will immerse attendees in Gen Z and youth culture. He'll provide attendees with a comprehensive understanding of young people's needs, desires, and values. Mike will share a behind-the-scenes look at how some of the world's most valuable brands engage with Gen Z to earn their long-term loyalty.



AGENDA

2:00pm - 2:45pm

Beyond Quarantine: Eating at Home in a Post-Pandemic World
Zack Nippert, President, CivicScience



The pandemic has created many new consumer behaviors; some will last for the long haul and others will return to some sort of normal as soon as we get the “all clear.” One thing is very clear, the pandemic has forever changed the way people think about food, health, and what’s important in life. The challenge will be for consumer brands and retailers to connect with consumers in fresh ways as their ongoing needs change. In this session, CivicScience will share powerful data and insights and some thoughts on what might be next for consumers and brands including inflation, supply chain issues, and macro-trends shaping a post-pandemic world.

3:00pm - 4:30pm

NFRA Promotions Committee Meeting • Xavier

6:00pm - 7:00pm

Tuesday Evening Reception • Pool Terrace

Sponsored by:



Wednesday, April 6, 2022

7:00am - 8:00am

Breakfast • Cloister Dining Room

8:00am - 9:00am

Preparing for the Post-Pandemic Shopper
Zack Nippert, President, CivicScience & Erica Norton, Sr. Director Consumer Insights, The Hershey Company



It’s no secret that the pandemic turned things upside down for most people, but in some ways, it also made life less complicated and more convenient, especially when it comes to food and shopping (minus the shortages). It created an e-commerce boom and innovation like we’ve never seen, so much so that we never have to leave our homes again. In this session, CivicScience and Erica Norton, Sr. Director Consumer Insights from the Hershey Company, will discuss the trends, behaviors, and predictions of what the post-pandemic shopper will look like and how brands can prepare.

9:00am

Adjournment