



APRIL 14 & 15, 2025 | VANCOUVER CONVENTION CENTRE

GROCERY REDEFINED

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GROCERY & SPECIALTY FOOD WEST 2025

APRIL 14-15, 2025 | VANCOUVER CONVENTION CENTRE, EAST BUILDING (999 CANADA PLACE)

SUNDAY, APRIL 13

8:30am-12:00pm

INDUSTRY TOUR CFGI RETAILERS ONLY

**Pre-registration required*

Stores on tour: Fresh St Market (Esplanade), Save on (Park & Tilford), Stong's (Dollarton)

To register, must have GSF ticket and be a CFGI retailer member. Contact cfgi@microspec.com

Sponsored by:



12:00pm-3:00pm

CATEGORY CONNECT MEETINGS

BALLROOMS B, C | VANCOUVER CONVENTION CENTRE | EAST BLDG.



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5:00pm-7:00pm

OPENING RECEPTION - All Welcome

BALLROOMS B, C | MAIN STAGE | VANCOUVER CONVENTION CENTRE | EAST BLDG.

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MONDAY, APRIL 14

*MORNING CONFERENCE & WORKSHOP SESSIONS

**Preregistration required*

BALLROOMS B, C | MAIN STAGE | VANCOUVER CONVENTION CENTRE | EAST BLDG

8:15am-8:45am

BREAKFAST

Sponsored by:



8:45am-9:15am

CFGI President & CEO **Ron Welke** - Welcome & Remarks & Highlights of New Store Openings from CFGI Members across the Country

9:15am-9:55am

10 Ways AI will Transform Grocery & Food.

Exclusive IGD research report, **Stewart Samuel**, IGD

Sponsored by:



10:00am-10:45am

Exclusive session with Canada's first Grocery Code Adjudicator, **Karen Proud**. Q&A moderated by **Gary Sands**, CFGI.

Sponsored by:



10:55am-11:00am

RIBBON CUTTING - TRADE SHOW ENTRANCE

HALLS A, B, C | VANCOUVER CONVENTION CENTRE | EAST BLDG.

11:00am-4:30pm

TRADE SHOW EXHIBITION

HALLS A, B, C | VANCOUVER CONVENTION CENTRE | EAST BLDG.

MONDAY INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSIONS

12:00pm-12:30pm

INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSION
Takeout takes off! Best foodservice ideas from grocery presented by **Gina Acosta**, Progressive Grocer magazine.

1:00pm-1:30pm

INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSION
Flavour Forecast: McCormick's Chef **David Burnett** shares the latest trends that influence what we cook and eat from the brand's Flavour Forecast report.

2:00pm-2:30pm

INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSION
What's in store? AIR MILES shares the latest Grocery Shopper Insights, presented by **Jason Beales**.

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NETWORKING EVENTS

4:15pm-5:00pm

MIX AND MINGLE Networking Reception – All Welcome
INSIGHTS & INNOVATIONS STAGE

Sponsored by: **Pattison Food Group** **save on foods**

➔ **ATTENTION: RETAILERS! Prize Draw Tuesday at 2pm**

WIN A TRIP TO GSF 2026! Prize includes: Gift cards \$400
Fairmont & \$500 WestJet. Full delegate promo code for VIP
access to event.

Enter to win @ Booth #711

Sponsored by: **TGP**
The Grocery People
Bringing Fresh Home

TUESDAY, APRIL 15

*MORNING CONFERENCE & WORKSHOP SESSIONS

**Preregistration required*

BALLROOMS B, C | HALL A | VANCOUVER CONVENTION CENTRE | EAST BLDG.

7:30am-8:00am

BREAKFAST

Sponsored by: **BURNBROOK** **McCaïn**

8:00am-8:05am

CFG Chair Erin Higdon – Welcome & Remarks

8:05am-8:50am

Unlocking AI's Potential in Grocery. Explore how artificial intelligence is transforming the grocery industry, from super-charging customer experiences to upgrading operations. Learn how grocers are leveraging AI to optimize: Personalization, Efficiency, Automation, Insights. *Progressive Grocer's* **Gina Acosta** with **George Zoitias**, Westside Market.

Sponsored by: **McCaïn**

8:55am-9:35am

Carman Allison, NielsenIQ will give an industry update on the everchanging retail and consumer environment in Western Canada.

Sponsored by: **TreeLife**

9:35am-9:45am

NETWORKING COFFEE BREAK

Sponsored by: **KraftHeinz**

Top 10 in Grocery and Best Booth Winners



6:00pm-9:00pm

*MONDAY EVENING EVENT

**Preregistration required*

VANCOUVER CONVENTION CENTRE | WEST BUILDING | SUMMIT ROOM 3RD FL.
(1055 CANADA PL., VANCOUVER, BC)

6:00pm-6:30pm

RECEPTION

Sponsored by: **FRESNO DROS** **COUNTRY GRACES**

6:30pm-9:00pm

DINNER & ENTERTAINMENT

Cohosts: **Ron Welke**, **Laura Collaton**. Life Member Awards:
Peter Bowman, **Saputo** and **Jim Hamilton**, **Hammy's**
Comedian: **Damonde Tschritter**

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acosta **ALLEN'S** **CONAGRA** **DI GI** **Kruger**

Pattison Food Group **save on foods** **Jobey's** **Whole/ale**





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CONCURRENT WORKSHOPS

BALLROOMS B, C | Hall A | VANCOUVER CONVENTION CENTRE | EAST BLDG.

9:45am-10:15am **CHOOSE ONE**

BALLROOMS B, C | MAIN STAGE | VANCOUVER CONVENTION CTR | EAST BLDG.
Spotlight on Retailers: **Doug Lovsin**, President, Freson Bros.; **Nathalie Coutayar**, Merchandising & Marketing Senior Manager R. Denninger Ltd; and **Jacky Ho**, Regional Director, PriceSmart Foods share their consumer proposition in 5-7 mins followed up by some Q&A. Moderator **Ron Welke**

Sponsored by:

HALL A | VANCOUVER CONVENTION CENTRE | EAST BLDG.
The Evolving U.S. Grocery Landscape: This session will explore the latest macro trends shaping the U.S. grocery landscape, with a focus on innovative and emerging store formats. It will also highlight how retailers are adapting to shifting consumer expectations and broader economic and policy changes, including those under the new administration and ongoing trade challenges. Presenter: **Amanda Lai, McMillanDoolittle**

9:45am-10:15am **CHOOSE ONE**

BALLROOMS B,C | MAIN STAGE | VANCOUVER CONVENTION CENTRE | EAST BLDG.
Best Practices for Instore Marketing & Communication: Ensuring your customers have an efficient, inspiring and enjoyable shopping experience requires savvy planning and precise execution of your instore marketing and messaging. Join retail marketing guru **Patrick Rodmell** as he shares best practices and best-in-class examples that will help you craft the most effective and engaging approach to your instore marketing.

HALL A | VANCOUVER CONVENTION CENTRE | EAST BLDG.
10 Best Practical Ideas from Around the World that Independents Can Do. Presented by **Stewart Samuel, IGD**

Sponsored by:

11:00am-4:00pm

TRADE SHOW EXHIBITION
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TUESDAY INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSIONS

12:00pm-12:30pm

INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSION
From High Turnover to High Impact: Solving the Grocery Staffing Crisis. Using AI and automation, **Geoff Pershick**, ClickHire.ai, will guide attendees down the thought path to rethinking and redefining their hiring processes.

1:00pm-1:30pm

INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSION The Future of Ethnic Specialty Foods: Trends, Growth, and Consumer Demand. **Sid Patel**, owner of Tuk Took, Indian & South East Asian Cuisine brand, will provide insights into ethnic grocery opportunities and trends.

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2:00PM PRIZE DRAW

INSIGHTS & INNOVATIONS STAGE
RETAILERS Enter Prize Draw for a Trip to GSF 2026!

Prize includes:
-Gift cards \$500 WestJet & \$400 Fairmont Hotel.
-Full delegate Promo Code to get you VIP access
-**Enter to Win @ BOOTH 711**

Sponsor:

SAVE THE DATE:
VANCOUVER CONVENTION CENTRE EAST
APRIL 20 & 21, 2026
WWW.GSFSHOW.COM

