



APRIL 24 & 25, 2023 | VANCOUVER CONVENTION CENTRE | EAST BUILDING

GROCERY REDEFINED



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2023 GSF AGENDA

VANCOUVER CONVENTION CENTRE | EAST BUILDING

SUNDAY, APRIL 23, 2023

VANCOUVER CONVENTION CENTRE | EAST BUILDING

8:30AM | INDUSTRY TOUR

*RETAILERS ONLY. PREREGISTRATION REQUIRED

5:00PM – 7:00PM | OPENING RECEPTION

EAST MEETING ROOMS | 1 – 3 (PARKVIEW TERRACE)

*ALL WELCOME

Entertainment: Harreson James Band



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MONDAY, APRIL 24, 2023

VANCOUVER CONVENTION CENTRE | EAST BUILDING

CONFERENCE HOURS: 7:00AM – 11:00AM

TRADE SHOW HOURS: 11:00AM – 4:30PM

MORNING CONFERENCE & WORKSHOP SESSIONS*

EAST BUILDING | MAIN STAGE-EXHIBIT HALL A | BALLROOM C

*PRE-REGISTRATION REQUIRED

7:00AM – 7:15AM | BREAKFAST

EAST BUILDING | MAIN STAGE-EXHIBIT HALL A

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7:10AM – 7:20AM | WELCOME & REMARKS- TOM SHURRIE

EAST BUILDING | MAIN STAGE-EXHIBIT HALL A

7:20AM – 8:00AM | FUTURE OF FOOD RETAILING

EAST BUILDING | MAIN STAGE-EXHIBIT HALL A

Hear from Don Fitzgerald, Dom's Kitchen and Market, Neil Stern, Good Food Holdings and Amanda Lai, McMillanDoolittle.

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8:00AM – 8:50AM | CANADIAN GROCERY CODE OF CONDUCT

EAST BUILDING | MAIN STAGE-EXHIBIT HALL A

Presentation by Marc Valois, Intersol Group Ltd. Join this must-attend for suppliers, retailers and all stakeholders in grocery to understand the key components of the new Canadian Grocery Code of Conduct and what it means for your business and the entire industry.

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8:50AM – 9:00AM | COFFEE BREAK

SPONSORED BY: KraftHeinz

CONCURRENT WORKSHOPS

EAST BUILDING | MAIN STAGE-EXHIBIT HALL A & BALLROOM C

CHOOSE ONE WORKSHOP

WORKSHOP 1

9:00AM – 9:30AM | CODE OF CONDUCT PANEL & Q&A

EAST BUILDING | MAIN STAGE-EXHIBIT HALL A

Hear from Giancarlo Trimarchi, Vince's Market; Michael Graydon, FHCP; Diane Brisebois, RCC. Moderated by Gary Sands, CFG. Stakeholders have opportunity to ask questions.

WORKSHOP 2

9:00AM – 9:30AM | ETHNIC CONSUMER INSIGHTS

EAST BUILDING | BALLROOM C

How to build successful categories in the ethnic grocery space that satisfy today's demanding and refined consumer tastes. Justin Poy, Justin Poy Agency; Wilson Kam, Mobiltech Inc.

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CHOOSE ONE WORKSHOP

WORKSHOP 1

9:40AM – 10:10AM | INDEPENDENTS' TOOLKIT

EAST BUILDING | MAIN STAGE-EXHIBIT HALL A

Amanda Lai, McMillanDoolittle explores the winning concepts and ideas that will keep independents in the grocery game.

WORKSHOP 2

9:40AM – 10:10AM | FROM A PLACE TO BUY TO THE PLACE TO BE

EAST BUILDING | BALLROOM C

How bricks can counter clicks by minding their P's but owning their B's, presented by Tony Chapman, Chatter that Matters.

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CHOOSE ONE WORKSHOP

WORKSHOP 1

10:20AM – 10:50AM | VALUE CHALLENGE

EAST BUILDING | MAIN STAGE-EXHIBIT HALL A

When Consumers talk "value" they really mean low price. When Retailers talk "value" they really are justifying their higher prices. When inflation focuses attention on price, how can you maintain differentiation while remaining price competitive. Presented by Ken Wong, Queen's University, Smith School of Business

WORKSHOP 2

10:20AM – 10:50AM | GROCERS & SOCIAL MEDIA

EAST BUILDING | BALLROOM C

Social media is a powerful FREE tool that can be used to promote to, engage with, and learn about your customers. Social media enthusiast of Jelly Digital Marketing and PR, Darian Kovacs, explains how to find the right combination of platforms, tools, content, and creativity, that will provide maximum ROI.

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TRADE SHOW EXHIBITION

EAST BUILDING | HALLS A, B & C

TRADE SHOW HOURS: 11:00AM – 4:30PM

12:00PM | TOP 10 IN GROCERY CONTEST



11:45AM – 12:15PM | MAPLE LEAF FOODS SESSION
EAST BUILDING | INSIGHTS & INNOVATIONS TRADE FLOOR STAGE

Fantino & Mondello, authentic Italian charcuterie. Learn to build a charcuterie work of art and celebrate la dolce vita Presented by Laura Kearney, Maple Leaf Foods

12:30PM – 1:00PM | TECH

EAST BUILDING | INSIGHTS & INNOVATIONS TRADE FLOOR STAGE

Do more with less: Automation of cold chain monitoring and compliance for improved margins using IoT. Presented by Jeff Shirley, Rivercity Innovations

1:15PM – 1:45PM | SAPUTO SESSION

EAST BUILDING | INSIGHTS & INNOVATIONS TRADE FLOOR STAGE

Saputo's Kaja Lansdell showcases a selection of specialty cheeses for the deli department.

2:00PM – 2:30PM | SUSTAINABILITY

EAST BUILDING | INSIGHTS & INNOVATIONS TRADE FLOOR STAGE

Overview of trending sustainable packaging materials (recyclable/bio-based/compostable). Presented by Susanna Carson, BSIbio Packaging Solutions

2:45PM – 3:15PM | FOOD RECOVERY

Examples for grocers to reduce the volume of their unsold food ending up in waste streams while increasing their social and environmental impact in their communities. Presented by Jessica Regan, FoodMesh.

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Knowing your business matters.

4:15PM – 5:00PM | MIX AND MINGLE *ALL WELCOME

EAST BUILDING | INSIGHTS & INNOVATIONS TRADE FLOOR STAGE

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FSC Food and Beverage Financing

Pattison Food Group

save on foods

MONDAY EVENING EVENT*

VANCOUVER CONVENTION CENTRE **WEST** | SUMMIT ROOM – 3RD FL.

6:00 – 9:00PM | EVENING EVENT

*PRE-REGISTRATION REQUIRED

6:00PM | RECEPTION

WEST BUILDING | SUMMIT ROOM – 3RD FL.

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6:30PM | DINNER & ENTERTAINMENT

WEST BUILDING | SUMMIT ROOM – 3RD FL.

Hosts Tom Shurrie, Tony Chapman.

Vitaly – Magician and Illusionist



DINNER SPONSORS:

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DIGI

IRVING

CONSUMER PRODUCTS

Kruger Products

IN AFFILIATION WITH INDEPENDENT

National Wholesale Lotwin Companies Limited

Sobeys Wholesale

U

ATTENTION: FULL DELEGATE RETAILERS—A TRIP TO GROCERY INNOVATIONS CANADA 2023 IN TORONTO WILL BE DRAWN! Includes: return airfare for one, accommodations during the show and a chance to win the Grand Prize at the event!

SPONSORED BY: **Saputo**

TUESDAY, APRIL 25, 2023

VANCOUVER CONVENTION CENTRE | EAST BUILDING

CONFERENCE HOURS: 7:00AM – 11:00AM

TRADE SHOW HOURS: 11:00AM – 4:00PM

MORNING CONFERENCE & WORKSHOP SESSIONS*

EAST BUILDING | MAIN STAGE—EXHIBITION HALL A | BALLROOM C

*PRE-REGISTRATION REQUIRED

7:00AM – 7:30AM | BREAKFAST

MAIN STAGE | EXHIBIT HALL A

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7:25AM | WELCOME & REMARKS: DAN BREGG

MAIN STAGE | EXHIBIT HALL A

7:30AM – 8:00AM | FIRESIDE CHAT WITH 2ND GEN GROCERS

EAST BUILDING | MAIN STAGE—EXHIBIT HALL A

Craig Cavin, Country Grocer; Gene Coleman, Colemans; Jason Vesely, Sobey's Westlock; Emmy Min, Galleria Supermarket with Tony Chapman.

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8:00AM – 8:45AM | KEYNOTE & Q&A

EAST BUILDING | MAIN STAGE—EXHIBIT HALL A

Join Douglas Porter, Chief Economist, BMO Financial Group for an overview of macroeconomic and financial market trends affecting the sector. Q&A following presentation with Tony Chapman.

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8:50AM – 9:00AM | COFFEE BREAK

EAST BUILDING | MAIN STAGE—EXHIBIT HALL A

SPONSORED BY: **KraftHeinz**



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11



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CONCURRENT WORKSHOPS

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CHOOSE ONE WORKSHOP

WORKSHOP 1

9:00AM – 9:30AM | STAND FOR TO STAND OUT

EAST BUILDING | MAIN STAGE-EXHIBIT HALL A

Today what makes you unique is not what you offer but how you offer it—your unique emotional positioning. Marketing Hall of Legends and Canadian Marketing Hall of Famer Tony Chapman will share how to establish and fortify your unique emotional positioning to be more magnetic to Your customers, employees and suppliers.

WORKSHOP 2

9:00AM – 9:30AM | POLICY UPDATE

EAST BUILDING | BALLROOM C

Join Gary Sands, CFG, for the key issues concerning your business: Competition Act, Credit card fees and Supply Management transparency.

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CHOOSE ONE WORKSHOP

WORKSHOP 1

9:40AM – 10:10AM | WHAT SHOPPERS WANT

EAST BUILDING | MAIN STAGE-EXHIBIT HALL A

Driving forces behind grocery shopper attitudes and behaviours. EnsembleIQ shares exclusive results from a comprehensive study of Canadian shoppers conducted in late 2022. Presented by Beth Brickel, EnsembleIQ.

WORKSHOP 2

9:40AM – 10:10AM | DIGITAL MEDIA & GROCERY

EAST BUILDING | BALLROOM C

Exploring diverse advertising in the age of rapidly evolving digital media. Shoppers are more demanding than ever before and want their choices to be easily accessible with information at their fingertips. Grocers will get an overview of all the latest platforms and advertising trends in the digital space as they pertain to reaching multicultural and multiethnic markets. Presented by Justin Poy, The Justin Poy Agency

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CHOOSE ONE WORKSHOP

WORKSHOP 1

10:20AM – 10:50AM | SOLUTIONS TO EXCITE & DELIGHT SHOPPERS

EAST BUILDING | MAIN STAGE-EXHIBIT HALL A

A look at the experience (fresh, food service, theatre) that independents can display to showcase their individualism. Presented by Stewart Samuel, IGD

WORKSHOP 2

10:20AM – 10:50AM | INDEPENDENTS' STRATEGY

EAST BUILDING | BALLROOM C

Is the failure of US retailers (Target, Lowes, etc) in Canada due to faulty assumptions, cultural and demographic differences or does it suggest a vulnerability that plagues all retail sectors? Ken Wong, Queen's University, discusses how independents can capitalize on this.

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TRADE SHOW EXHIBITION

EAST BUILDING | HALLS A, B & C

TRADE SHOW HOURS: 11:00AM – 4:00PM

11:45PM – 12:15PM | FAIR TRADE

EAST BUILDING | INSIGHTS & INNOVATIONS TRADE FLOOR STAGE

How to build resiliency in your sourcing and trust with your customers through fair trade certifications in product selection process; procurement policies and sustainability strategies and goals. Presented by Krista Pineau, Ecocert.

12:30PM – 1:00PM | LACTALIS SESSION

EAST BUILDING | INSIGHTS & INNOVATIONS TRADE FLOOR STAGE

Lactalis' Duane Sobie presents key innovations in the dairy category for the season such as simple, natural product offerings in yogurt

1:15PM – 1:45PM | IN-STORE FOODSERVICE

EAST BUILDING | INSIGHTS & INNOVATIONS TRADE FLOOR STAGE

Exploring the in-store foodservice concepts in retail. Presented by Stewart Samuel, IGD

2:00PM – 2:30PM | SUSTAINABILITY & REGULATIONS

Sustainability & regulatory red tape is costing grocers. Hear from Laura Gomez, Dr. Jon-Paul Powers, Gladys Osien, and Mark Youden of Gowling WLG, on your responsibilities and requirements on several issues affecting your business.

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