



APRIL 22 & 23, 2024

VANCOUVER CONVENTION CENTRE | EAST BUILDING

# GROCERY REDEFINED

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## GROCERY & SPECIALTY FOOD WEST 2024

APRIL 22-23, 2024 | VANCOUVER CONVENTION CENTRE, EAST BUILDING (999 CANADA PLACE)

### SUNDAY, APRIL 21

5:00PM – 7:00PM

#### OPENING RECEPTION - ALL WELCOME

BALLROOM B, C | EAST BUILDING

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FCC Food and Beverage Financing



Localcoin



CHOICES MARKET



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### MONDAY, APRIL 22

#### \*MORNING CONFERENCE & WORKSHOP SESSIONS- \*PRE-REGISTRATION REQUIRED

BALLROOMS B, C | MAIN STAGE | EAST BUILDING

8:45AM – 9:10AM

#### BREAKFAST

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Saputo



General Mills

9:10AM – 9:15AM

#### WELCOME & REMARKS

CFGF President & CEO Tom Shurrie

FIND OUT MORE ABOUT THE SPEAKERS SCAN TO DOWNLOAD GSF SHOW APP



9:15AM – 10:00AM

#### THE FUTURE OF FOOD INNOVATION

**Amanda Lai**, Director of the Food Industry Practice, McMillanDoolittle, leads a panel discussion with U.S. independent grocers **Nancy Lebold**, CEO of New Seasons Market and **Lauren Redman**, CEO and President of Rudy's Markets to learn practical approaches to how they differentiated themselves from the big players, to drive sales and customer loyalty.

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Lorraine

10:00AM – 10:45AM

#### SPECIAL SESSION

LIVE! Taping of the Chatter that Matters podcast, hosted by **Tony Chapman**. Tony's guest is **Jay DeMerit**. You will know him as the former Captain of the Vancouver Whitecaps. If you a fan of overcoming the odds to chase your dreams, you will love Jay's story of sleeping in attics to chase his dream of playing professional soccer and making it to the premier league. Jay will talk about what it takes for you to create a winning culture, and to motivate today's younger generation.

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BUY-LOW FOODS

11:00AM – 4:30PM

#### TRADE SHOW EXHIBITION

VCC EAST - HALLS A, B, C

#### INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSION

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Securing your business matters

2:00PM – 2:30PM

Maple Leaf Foods' Chef **Sam Lazuric**, Head of Culinary, Retail, showcases Crispy Pancetta (Feat. VIAU Fantino & Mondello) Spring Salad inspired 2024 trends. This meal style salad application will tempt the consumer through textures and umami. Come experience the signature feature!





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## NETWORKING EVENTS

4:15PM – 5:00PM

### MIX AND MINGLE NETWORKING RECEPTION

INSIGHTS & INNOVATIONS STAGE – ALL WELCOME

SPONSORED BY:

6:00PM – 9:00PM

### \*MONDAY EVENING EVENT \*PRE-REGISTRATION REQUIRED

WEST BUILDING | SUMMIT ROOM 3RD FLOOR - 1055 CANADA PL., VANCOUVER, BC

6:00PM

### RECEPTION

SPONSORED BY:



6:30PM



### DINNER & ENTERTAINMENT

Cohosts **Tom Shurrie** & **Tony Chapman**. Entertainer: **Wes Barker**, Magic, Comedy & Stunts

DINNER SPONSORS:



## TUESDAY, APRIL 23

### \*MORNING CONFERENCE & WORKSHOP SESSIONS- \*PRE-REGISTRATION REQUIRED

BALLROOMS B, C | HALL A | EAST BUILDING

7:00AM

### BREAKFAST

7:30AM – 8:00AM

### IN THE KNOW: WHAT CONSUMERS ARE THINKING

**Tony Chapman**, Chatter that Matters, looks at research platform **Crewasis.ai** that uses AI to unlock the power of data by delivering game-changing insights on the grocery category. Hear what is at the top of consumers' minds and how it will impact your business of doing business.

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8:00AM – 8:05AM

### WELCOME & REMARKS

CFG Chair **Jamie Nelson**

8:05AM – 8:50AM

### TOP U.S. GROCERY TRENDS IN 2024

This thought-provoking panel discussion with **Jennifer Rojas Cline**, category sales manager, prepared foods and grocery staples, Bi-Rite Family of Businesses and **Lauren Redman**, CEO/President, Rudy's Markets, will explore the key strategies driving growth in the U.S. market. Topics will include ROI of technology investments, automating pricing and promotions, foodservice differentiation, private brands, fresh perimeter innovation, "adaptive" customer experience. Moderator Progressive Grocer magazine Editor-in-Chief **Gina Acosta**.

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8:50AM – 9:25AM

**DATA DEEP DIVE**

Changing the conversation: From Value to Volume presented by **Carman Allison**, NielsenIQ

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9:25AM – 9:35AM

**NETWORKING COFFEE BREAK**

SPONSORED BY: **KraftHeinz**

9:35AM – 10:40AM

**CONCURRENT WORKSHOPS**

EAST BUILDING | HALL A | **BALLROOMS B, C**

9:35AM – 10:05AM

CHOOSE ONE WORKSHOP

**WORKSHOP #1 | INNOVATING AS AN INDEPENDENT GROCER**

MAIN STAGE | **BALLROOMS B, C**

**Amanda Lai**, Director of the Food Industry Practice, McMillanDoolittle, explores key trends and winning concepts shaping the industry that will keep independents competitive in the grocery game.

**WORKSHOP #2 | POLICY UPDATE**

EAST BUILDING | **HALL A**

Join **Gary Sands**, CFGI for key government-related issues affecting our business - Grocery Code of Conduct, single-use plastic, credit card fees, supply management, Competition Act changes and more.

WORKSHOPS SPONSORED BY:



10:10AM – 10:40AM

CHOOSE ONE WORKSHOP

**WORKSHOP #1 | 2024 ECONOMIC OUTLOOK**

MAIN STAGE | **BALLROOMS B, C**

Trends, risks, and opportunities for the food industry. Presented by **JP Gervais**, Vice-President and Chief Economist, FCC

WORKSHOP SPONSORED BY:



**WORKSHOP #2 | TECH & GROCERY**

EAST BUILDING | **HALL A**

Let tech do the work for you! Ex-Googler **Rachel Loui** shows how to identify diversified local opportunities through data big and small, and best leverage free online resources to maximize your business opportunities.

WORKSHOP SPONSORED BY:



11:00AM – 4:00PM

**TRADE SHOW EXHIBITION**

VCC EAST | **HALLS A, B, C**

**INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSIONS**

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1:00PM – 1:30PM

Buying through the heart and brain: how consumers use quantitative and qualitative signals to purchase (and how you can use technology to identify them). Presented by Ex-Googler **Rachel Loui**.

2:00PM – 2:30PM

Fresh Insights! Making your fresh department the best restaurant in town with Progressive Grocer's Editor-in-Chief **Gina Acosta** presents grocery insights to grow your business.