



# GROCERY REDEFINED

#GSFShow25

TRADE SHOW + CONFERENCE

**APRIL 14-15, 2025**

VANCOUVER CONVENTION CENTRE, EAST BUILDING

[www.GSFShow.com](http://www.GSFShow.com)

## SCHEDULE

### SUNDAY APRIL 13th, 2025

- 08:30AM - 12:00PM** **INDUSTRY TOUR CFG Retailers Only** (Preregistration required)  
*To register, must have GSF ticket and be a CFG retailer member.  
Contact [cfig@microspec.com](mailto:cfig@microspec.com)*
- 12:00PM - 03:00PM** **CATEGORY CONNECT 1:1 MEETINGS** (Preregistration required)  
*Ballrooms B, C – Vancouver Convention Centre East Bldg.  
Contact Matthew at [mbrown@cfig.ca](mailto:mbrown@cfig.ca) for more information*
- 05:00PM - 07:00PM** **OPENING RECEPTION – All Welcome**  
*Ballrooms B,C - Vancouver Convention Centre East Bldg.*

### MONDAY APRIL 14th, 2025

VANCOUVER CONVENTION CENTRE EAST BUILDING  
MAIN STAGE – BALLROOMS B, C

#### MORNING CONFERENCES & WORKSHOP SESSIONS (Preregistration Required)

- 08:15AM - 08:45AM** **BREAKFAST**
- 08:45AM - 09:15AM** **WELCOME & REMARKS: PLUS A HIGHLIGHT OF NEW STORE OPENINGS FROM CFG MEMBERS ACROSS THE COUNTRY**  
*CFG President & CEO Ron Welke*
- 09:15AM - 09:55AM** **10 WAYS AI WILL TRANSFORM GROCERY - EXCLUSIVE RESEARCH**  
*IGD - Stewart Samuel*
- 10:00AM - 10:45AM** **EXCLUSIVE SESSION WITH CANADA'S FIRST GROCERY CODE ADJUDICATOR, KAREN PROUD**  
*Q&A Moderated by Gary Sands, CFG*



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**MONDAY APRIL 14th, 2025**

VANCOUVER CONVENTION CENTRE EAST BUILDING  
HALLS A, B, C

**10:55AM - 11:00AM** **RIBBON CUTTING - All Welcome**  
*Trade Show Entrance*

**11:00AM - 04:30PM** **TRADE SHOW EXHIBITION**

**01:00PM - 01:30PM** **INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSION:**  
*McCormick Flavour Forecast with Chef Dave*

**02:00PM - 02:30PM** **INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSION:**  
*TBA*

### ----- NETWORKING EVENTS -----

**04:15PM - 05:45PM** **MIX & MINGLE NETWORKING RECEPTION - All Welcome**  
*At the Insights & Innovations Trade Floor Stage*

**06:00PM - 09:00PM** **MONDAY EVENING EVENT (Preregistration Required)**  
*Vancouver Convention Centre West Building - Summit Room 3rd Floor  
(1055 Canada Pl., Vancouver, BC)*

**06:00PM - 06:30PM** **RECEPTION**

**06:30PM - 09:00PM** **DINNER, ENTERTAINMENT & LIFE MEMBER AWARDS -  
PETER BOWMAN (SAPUTO) & JIM HAMILTON (HAMMY'S)**  
*Co-Hosted by Ron Welke, CFG, & Laura Collaton, CFG, with Dinner  
Entertainment, Comedian Damonde Tschritter*



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## SCHEDULE

**TUESDAY APRIL 15th, 2025**

**VANCOUVER CONVENTION CENTRE EAST BUILDING  
MAIN STAGE - BALLROOMS B, C**

### **MORNING CONFERENCES & WORKSHOP SESSIONS** (Preregistration Required)

**07:30AM - 08:00AM** **BREAKFAST**

**08:00AM - 08:05AM** **WELCOME & REMARKS**  
*CFG Chair, Erin Higdon*

**08:05AM - 08:50AM** **PANEL SESSION WITH US RETAILERS: INSIGHTS INTO THEIR  
UNIQUE RETAILER OFFERINGS IN THEIR RESPECTIVE  
COMPETITIVE MARKETS**  
*Moderated by Amanda Lai of McMillanDoolittle*

**08:55AM - 09:35AM** **INDUSTRY UPDATE ON THE EVERCHANGING RETAIL &  
CONSUMER ENVIRONMENT IN WESTERN CANADA**  
*Carman Allison, NielsenIQ*

**09:35AM - 09:45AM** **NETWORKING COFFEE BREAK**

**09:45AM - 10:15AM** **CONCURRENT WORKSHOPS** (Preregistration Required)  
*Vancouver Convention Centre East Building*

**WORKSHOP 1A**  
*Main Stage - Exhibit Hall A*

**Spotlight on Retailers: Doug Lovsin, Freson Bros., Nathalie Coutayar, Denninger's and Jacky Ho, PriceSmart Foods** share their consumer proposition in 5-7 minutes followed up by some Q&A. Moderator **Ron Welke**

**WORKSHOP 1B**  
*Ballroom C*

**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 magazine Editor-in-Chief **Gina Acosta**



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**TUESDAY APRIL 15th, 2025**

**VANCOUVER CONVENTION CENTRE EAST BUILDING  
HALLS A, B, C**

**10:20AM - 10:50AM** **CONCURRENT WORKSHOPS (Preregistration Required)**  
*Vancouver Convention Centre East Building*

**WORKSHOP 2A**  
*Main Stage - Exhibit Hall A*

**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.

**WORKSHOP 2B**  
*Ballroom C*

**10 Best Practical Ideas from Around the World.** Hear about viable, low cost ideas that independents can do. **Stewart Samuel, IGD**

**11:00AM - 04:00PM** **TRADE SHOW EXHIBITION**

**12:00PM - 12:30PM** **INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSION:**  
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