



GROCERY REDEFINED

APRIL 21 & 22, 2026
VANCOUVER CONVENTION CENTRE
FREE WIFI NETWORK: **GSF 2026** | PASSWORD: **gsfshow26**



WIFI SPONSORED BY: **FMS**
Insights you can count on

GROCERY & SPECIALTY FOOD WEST 2026

APRIL 21-22, 2026 | VANCOUVER CONVENTION CENTRE, EAST BUILDING (VCC) - 999 CANADA PLACE

SCAN for more info on speakers, sessions!



MONDAY, APRIL 20

8:00am-12:00pm

INDUSTRY TOUR CFG RETAILERS ONLY
***Pre-registration required**
Must have GSF ticket. Check in at lobby of Fairmont Waterfront 7:45am. Contact: cfg@microspec.com
Stores to be Toured: Sungiven Foods Richmond, Save-On-Foods Cambie Fresh St. Market, Choices Market Kitsilano

Sponsored by:

12:15pm-3:15pm

CATEGORY CONNECT MEETINGS
***Pre-registration required**
Spots Limited! Retailers and Suppliers Register: Marketing@cfg.ca
BALLROOMS A, B | VCC | EAST BLDG.



Sponsored by:

5:00pm-7:00pm

OPENING RECEPTION - All Welcome
BALLROOMS A, B | VCC | EAST BLDG.

Sponsored by:

TUESDAY, APRIL 21

*CONFERENCE SESSIONS
***Pre-registration required**
BALLROOMS A, B | VCC | MAIN STAGE | EAST BLDG.

8:15am-8:45am

BREAKFAST
Sponsored by:

8:45am-9:15am

WELCOME & REMARKS
CFG President & CEO **Ron Welke**.
Highlights of Openings, Store Tour
Sponsored by: **acosta**

9:15am-9:55am

THE HEALTH BALANCING ACT:
Navigating Wellness Goals in a Wallet-First World. As economic uncertainty grows, shoppers are making tradeoffs that challenge traditional assumptions about health, sustainability, and premium positioning. This session reveals why "doing what's right" must also fit within

today's tighter spending power and what retailers and brands must do to stay relevant. If you want to understand the new balance between aspiration and affordability, this is the session to attend. Presented by **Carman Allison**, NielsenIQ

Sponsored by:

10:00am-10:45am

THE NEXT CHAPTER IN PREPARED FOODS: Winning the Battle for Shopper Attention. This session explores how retailers can drive growth through smarter prepared foods and food-to-go propositions, and why success increasingly depends on winning shopper attention. Using practical examples from around the world, the session will highlight what is already working today, alongside more forward-looking ideas that are reshaping how retailers compete in this space. The focus stays firmly on what's achievable, spanning take-home meals, heat and eat, ready-to-eat and simple in-store eating solutions, with a clear emphasis on how propositions can evolve and capabilities be built over time. Presented by **Stewart Samuel**, IGD

Sponsored by:

10:55am-11:00am

RIBBON CUTTING
TRADE SHOW ENTRANCE | HALLS A, B, C

11:00am-4:30pm

TRADE SHOW EXHIBITION
HALLS A, B, C | VCC | EAST BLDG.

TUESDAY INSIGHTS & INNOVATIONS SESSIONS

12:00pm-12:30pm
Customer Experience vs Agentic AI: How to Keep Customers Coming to Your Store in the New Age of Agentic AI. Presented by **Patrick Rodmell**, Rodmell & Company



4:15pm-5:00pm

INSIGHTS & INNOVATIONS STAGE
All Welcome-Networking Reception
4:15pm Presentations: Top 10 Winners and Best Booth Winners

Presented by:

Charcuterie by: Booth #801

6:00pm-9:00pm

TUESDAY EVENING EVENT
***Pre-registration required**
BALLROOMS A, B, C | VCC | EAST BLDG.

6:00pm-6:30pm

RECEPTION
BALLROOM C | VCC | EAST BLDG.

Sponsored by:

6:30pm-9:00pm

DINNER & AWARDS
BALLROOMS B, C | VCC | EAST BLDG.
Life Member Awards: Independent Grocer: **Doug Lovsin** (Fresno Bros); Industry Partner: **Jamie Nelson** (Pattison Food Group); Life Partners: **Brooke & Linda Kynoch** (Scotch Creek Market & Safety Mart Foods)

Sponsored by:

8:30pm-9:30pm

POST-DINNER NETWORKING COCKTAIL
All dinner delegates welcomed

Sponsored by:

WEDNESDAY, APRIL 22

*CONFERENCE & WORKSHOP SESSIONS
***Pre-registration required**
BALLROOMS A, B, C | VCC | EAST BLDG.

7:30am-8:00am

BREAKFAST
Sponsored by:

8:00am-8:05am

WELCOME & REMARKS
CFG Chair, **Brian Bradley**

8:05am-8:50am

GROCERS AT YOUR SERVICE:
The Customer Experience Imperative. Grocers will share how they differentiate through service, local relevance and technology to create shopping experiences. Panel: **Lauren Redman**, Rudy's Markets; **Ron Avery**, Calgary Co-op; **Brad Fletcher**, The Village Grocer. Moderator **Emily Crowe**, Progressive Grocer.

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8:55am-9:35am

AI AND THE FUTURE OF RETAIL INNOVATION
Dan Chuparkoff-Technology executive, AI expert, former technology leader at Google, McKinsey and more breaks down the mystery shrouding AI. Dan shows teams how to make sense of AI, how to harness the power of rechnology, and how to combine that with the power of human expertise to thrive in the exponential future ahead.

Sponsored by:

9:35am-9:45am

NETWORKING COFFEE BREAK

Sponsored by: **KraftHeinz**

CONCURRENT WORKSHOPS

BALLROOMS A, B, C | VCC | EAST BLDG.

9:45am-10:15am

CHOOSE ONE

MAIN STAGE | BALLROOMS A, B
HOW DOES YOUR BUSINESS STACK UP?
Joe Sawaged, FMS Canada presents a session on financial planning and budgeting useful ways to use KPIs.

Sponsored by:

BALLROOM C

2026 GROCERYIQ STUDY: THE SHOPPER POV.
Delve into where and how shoppers in Canada are procuring groceries. Presented by **Andie Wright**, Sr. Research Manager for EnsembleIQ, parent company of Canadian Grocer.

10:20am-10:50am

CHOOSE ONE

MAIN STAGE | BALLROOMS A, B
CRACKING THE CODE! Hear how the Code has already helped independent grocers—from dealing with unilateral payment changes to ensuring fair supply. The Code is now the benchmark for industry behaviour. This session is a must-attend to learn about how the Code-particularly if you have not yet signed up—will assist your business operations. Join **Brian Bradley**, Stong's Markets, and **Giancarlo Trimarchi**, Vince's Market, along with moderator **Gary Sands**, CFG.

BALLROOM C

HOW TO ATTRACT TOP TALENT
Eric Termuende shares how to create an impactful employee value proposition and leave with key strategies to leverage your existing team of best recruiters to attract the right talent.

Sponsored by:

11:00am-4:00pm

TRADE SHOW EXHIBITION
HALLS A, B, C | VCC | EAST BLDG.



WEDNESDAY INSIGHTS & INNOVATIONS STAGE SESSIONS

12:00pm-12:30pm

STRATEGIES FOR STAFF RETENTION.
Eric Termuende shares practical ways to improve staff retention and how to keep your diverse staff engaged.

1:00pm-1:30pm

INNOVATIVE INDIES! **Emily Crowe**, Progressive Grocer, looks at innovative independents in merchandising, marketing, and customer service and more!

PLAN YOUR SCHEDULE—
SCAN THE QR CODE FOR THE
DIGITAL SHOW GUIDE, FULL
EXHIBITORS LIST AND
CONFERENCE SCHEDULE!



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