



Emerging BETTER TOGETHER

CGA STRATEGIC CONFERENCE 2021

September 26 – 28, 2021 | Palm Springs, California

CALLING ALL EMERGING/CHALLENGER BRANDS

What is an Emerging Brand:

California retailers have a fondness for new boutique products that are just beginning to introduce themselves to the consumer market. These brands often offer unique product characteristics, a strong appeal to the niche consumer markets and demonstrates high growth potential. Increasingly, these brands also offer retailers a distinctive point of differentiation from their competition.

Benefits:

- Educational webinar series – Road to Retail, “How Emerging Brands Can Get on the Shelf” 15-20 minute sessions (see details included)
- Pre-Scheduled 20-minute meetings with retailers
- Complete list of participating retailers including full contact information
- ¼-page four (4) colored advertisement in the conference issue of the California Grocer magazine
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations (includes Educational Program, Monday and Tuesday’s Breakfast and Lunch, Conference Receptions and After Hours Social)
- White Board Session focused on Emerging Brands
- Emerging Brands sample center (certain limitations apply)



*Bundle
Valued at
\$20,000*

Sponsorship Package: \$5,000



Participating Retailers

Albertsons/Safeway/Vons/Pavilions

Big Saver Foods, Inc.

Bristol Farms/Lazy Acres

Cardenas Markets

C&K Markets (Ray's Food Place, Shop Smart)

Costco Wholesale

El Super (Bodega Latina Corp.)

Food 4 Less/Foods Co.

Food 4 Less/Rancho San Miguel

Foods Etc.

Gelson's Markets

Grocery Outlet

Mar-Val Food Stores

Mollie Stones Markets

Northgate Gonzalez Markets

North State Grocery (Holiday & SavMor)

Numero Uno Markets

Nutricion Fundamental, Inc.

Raley's

Ralphs Grocery Company

Save Mart Supermarkets

Smart & Final Stores

Stater Bros. Markets

Super A Foods

Superior Grocers

Super King Markets

Susanville Supermarket

Vallarta Supermarkets

Whole Foods Markets

Young's Payless IGA



Road to Retail Webinar Series

Food entrepreneurs, take advantage of this unparalleled opportunity to build your business among California's giant \$82 billion grocery marketplace (12.5% of total U.S. sales). With the Road 2 Retail series, you will benefit from a highly-targeted educational program that will culminate in buyer appointments at the 2021 CGA Strategic Conference.

Road 2 Retail was created to help guide emerging and challenger brands navigate how and when to go about securing distribution in food, drug, mass, club and dollar store brick-and-mortar classes of trade. This webinar series is based upon years of experience, interviews with buyers from large retail stores and continued discussions with supporting manufacturers and suppliers. After years of leading and managing the business building initiatives for many companies, experts Tracey Priest and Bruce Montgomery now focus on assisting emerging brands through this important, yet complex process.

August 2 **How to know you are ready for retail?**

Understanding how to evaluate your brand's traction, translating online presence to the physical stores and understanding the certifications and supply chain logistics you need to be successful.

August 9 **How to get a meeting?**

Building relationships with retail buyers, understanding the role of sales agencies, and positioning your data and media assets to demonstrate your brand's value.

August 16 **Developing a Go-to-Market strategy**

Breaking down the various classes of trade, crafting your marketing and pricing strategies and determining which path is right for you. Understanding the retailer's marketing expectations such as slotting fees, trade spending, and annual planning reviews.

August 23 **How to prepare for a retailer meeting?**

Customizing your presentation for retail buyers and effectively positioning your brand and differentiate your product(s).

August 30 **What retailers expect from your brand.**

Effectively telling your story to get the most from your retailer conversations. Understanding and communicating your brand's role within the context of overall category performance.



September 7

What to include in your presentation.

Conducting your meeting with substance and style – smoothing out the rough edges of your presentation and successfully emphasizing the right information during your pitch.

September 13

How to follow up after your meeting.

Now what? Learning the important next steps to follow your initial meeting including addressing issues, completing essential paperwork and working with brokers or sales agencies.

September 20

What's Included in a Marketing and Trade Marketing Plan

Developing your marketing game plan to generate awareness, trail and loyalty. This includes social media & consumer advertising plans, endorsements & brand ambassadors, and events & in-store demo activities.

MEET TRACEY & BRUCE

Presenters Tracey Priest and Bruce Montgomery have over 25 years each in consumer packaged goods. They have spent their careers leading many of the components of commercial operations for CPG companies: sales, marketing, trade marketing, broker management, new product development, international, business development (including brand acquisition and divestiture), logistics, growth capital, and contract manufacturing.

BONUS ON-DEMAND WEBINARS

How to Choose a Co-Packer

Understanding the role of co-packers and the importance of evaluating their certifications, inspections, shipping capacities, recall support, and cost of goods sold calculations.

Certifications and Ingredients

Understand the ingredient requirements of major retailers, including organic, non-GMO, Fair Trade and an overview of the requirements of California Prop 65.



Tracey Priest



Bruce Montgomery