



**People
Performance
Profitability**

SUPERVALU
NATIONAL EXPO



Education Day Topics

#	Topic	Presenter	Description	Audience
1	Battle for Digital Food Dollars: How to compete with digital solutions	Tom Kraus	Going digital is critical to the long term success of any retailer today. Today's session will be filled with tips to make your business successful online. We'll show tools and actual data based on our experiences running a large online digital grocery business. Retailers can take this back and implement in their own business, either themselves or with our professional services assistance.	Store Owners Store Directors
2	What do Customers Want? Results of Supervalu 2018 consumer research study	Aija Jantz	What do customers want? We all have biases based on how we shop. We are very different than our consumers from our lifestyles to our spending habits and beliefs. This presentation will present the findings of Supervalu's 2018 consumer research study in which many retailers participated. The presentation will include a compare and contrast of consumer responses vs retailer responses as well as provide additional insights from a wide range of sources supporting these findings.	Store Owners Store Directors
3	Recruiting, Onboarding and Coaching Your Team	Kristy Grubbs	Employees are willing to leave a job that doesn't meet their needs. The traditionalists and baby boomers who stayed with their companies for 30 or 40 years no longer represent the majority of workers. Millennials now make up the largest generation in the workplace and most aren't willing to stick out their entire career at a single company. Gain insight on tips that will enhance your ability to attract, interview, onboard and coach supermarket team members. From the <u>recruiting</u> process to their first days on the team, learn how to create an environment that promotes team engagement.	Store Owners Store Directors Department Managers
4	Snacking Revolution	Dan Magnuson+1 DR Kellogg's	This presentation will provide the retailer suggestions that can be used to drive sales and margin growth by capitalizing on demographic shifts and product innovation in the snacking category. Retailers will learn the following information that they can utilize to drive their business: <ul style="list-style-type: none"> • Practical strategies & tools to execute refreshed snacking strategies in their stores • Supporting items (pallets and shippers) will be available to book on the show floor 	Store Owners Store Directors Grocery Managers



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5	Maximizing Seasonal Candy Sales and Profitability	Dave Schmidt	The information in this session will explain why seasonal candy is important to the Grocery channel and how a retailer can drive incremental sales and profits by utilizing the SUPERVALU seasonal candy program. This information will help them understand the importance of seasonal candy, explain the breadth of the SUPERVALU seasonal candy program and how to order and merchandise and promote their Valentines Seasonal Candy program.	Store Owners Store Directors Grocery Managers
6	Professional Services: Top 10 Business Challenges Today and Where To Turn For Help	TBD	<ul style="list-style-type: none"> • Help Retailers increase sales, improve SG&A, save time, save money, improve overall operations of their businesses. • Make Retailers aware of top trends occurring in the industry – in every aspect of their business • Provide solutions & suggestions for how Retailers can prepare & address these trends • Make a Plan for how they'll most effectively address industry trends highlighted • Identify tasks that align with their competitive advantages & those that don't... begin planning for how to more efficiently accomplish non-strategic tasks • Ideas for Cost Saving around their business 	Store Owners Store Directors Department Managers Future Store Leaders & Influencers
7	Store Design Services	Jeff Miller Harry Steen Sarah Phillips	We will share information about designing new or remodel stores. Review new trends with design, layouts and equipment. Help them decide about a potential major remodel for their store(s)	Store Owners
8	Driving Sales with Bakery Events	Patti Walsh-Zauzig	Bakery sales are seasonal and event driven. This session will provide ideas, planning, and execution steps to a successful event. Participant will receive actionable information including: <ul style="list-style-type: none"> • Product and merchandising suggestions, • Planning and execution guidelines, • Supporting materials available (i.e. POS, packaging). 	Store Owners Store Directors Bakery Managers



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9	Evolution of the Family Meal – Quick & Easy	Jody Barrick	<ul style="list-style-type: none"> • How and why Quick & Easy is working to drive sales. • Process & guidelines for implementation and execution to ensure the success of the program. • Evaluate current offering • Explore meal solution options • Provide tools for planning and implementing Quick & Easy program 	Store Owners Store Directors Fresh Department Managers
10	Multicultural knowing your consumer	Presenter(s) Frank Delgado, Mark Ushijima and Michael Lara, Eric Nordin & Gabe Gonzalez	Discuss trends in Multicultural in all regions of country, discuss expanded item offerings and the availability to experts in each category. Retailers will be more knowledgeable of new trends	Store Owners Store Directors Department Managers
11	Private Brands & Consumer Trends: Organic & 'Free From'	Bekah Swan, Private Brands TBD, Private Brands Jenny Leckie, SPINS	This session will provide insights on consumer behavior, trends and market intelligence around organic, 'free from' and clean label products. We'll take a look at how private brands play a key role; and provide exciting updates and information on our Wild Harvest brand. We will provide recommendations on how to leverage our Wild Harvest brand to drive incremental sales in this segment. Actionable insights will be focused on: Marketing, Promotion, Assortment, and Display.	Store Owners Store Directors Department Managers



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12	Produce/Floral Sales and revenue enhancers for any size store format.	Dan Bates Steve Coleman Jessica Spencer	<p>Specifically addressing forecasting, handling, and merchandising new and unique produce items and variety floral for any size store format.</p> <p><u>How to forecast volume and merchandise new and unique produce</u></p> <p>Demonstrate how to engage the customer in product use and preparation</p> <ul style="list-style-type: none"> • Advertising, sign cards, sampling demonstrations, recipe cards • Build consistent weekly sales through repeat business <p><u>How to build a floral program with minimal investment</u></p> <p>Plans for weekly floral sales in bouquets, plants, and hard-lines</p> <ul style="list-style-type: none"> • Basic equipment to start a program • Floral forecasts for incremental sales growth <p>New and Unique Produce: Participants will be able to immediately access SUPERVALU'S New and Unique produce plan. This will include availability, handling, merchandising tips, and recipes for a growing number of variety items.</p> <p>Floral Variety: Participants will have immediate access to scheduled weekly floral variety, recommended equipment, and merchandising plans based on store size.</p>	Store Owners Store Directors Department Managers
13	Success Starts with People - Improving your bottom line with people	Laurie Glaude Cherie Phipps	<p>Competitive pressure for talent, sales and sustainability in the retail space is fierce. The workforce of 2020 is not ready to sustain the retail business</p> <p>Demonstrate the environmental landscape of the workforce of 2020, generations, education level, skills gaps and the threat to retailers</p> <p>Understand the ROI of improving skills training using tools (RMC, SVU) to increase profits</p>	Store Owners Store Directors Department Manager Emerging leaders



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14	Business Succession Strategies	Tom Bird	<ul style="list-style-type: none"> • Enhance Growth of Business • Increase Employee Motivation • Maximize Return on Investment • Secure Survival of Business • Integrate in Market Development Plan • Implement Succession Strategies 	Store Owners
15	Maintaining Supermarket Dominance in the Meat Department	Mike Flack Tony Ott Anne-Marie Roerink	<ul style="list-style-type: none"> • Meat department success is crucial to total store success <ul style="list-style-type: none"> • Biggest perimeter department, One of the most important for driving customer loyalty • Supermarkets continue to be consumer's top choice for meat purchases <ul style="list-style-type: none"> • But are losing ground • Supermarkets win with high purchase conversion with their shoppers • Supermarkets win by being a meat destination for shoppers who leave their primary store for groceries to buy fresh meat elsewhere • Given the impact of meat on the total basket, maximizing conversion is critical for long-term success • Being a meat destination maintains primary shoppers and converts secondary shoppers • Presentation developed to show you how to become a meat destination 	Store Owners Store Directors Meat Directors Meat Department Managers