

# 2017 EDUCATION DAY TOPICS

Topic	Description	Audience
2017 Power of Meat	Meat is an enormously powerful category and a top three driver of store choice, according to shoppers. "Getting meat right" is crucially important to the overall wellness of the store. To sustain growth, retailers need to create a meat department, targeted to their shopper audience.	Store Manager Meat Manager
Go for Growth – Natural, Organic, Specialty	Understand the importance of these growing segments and how it applies to your customers, from Gen Z to the Boomers.	Owner Store Manager Grocery Manager
How to Unlock HBC Sales Potential in Your Store	At this year's EXPO, the HBC team would like to share with your strategies on how to unlock the sales potential in your store. Learn about the Fab 4 and how together we can convert the customers in your store too.	Owner HBC Manager
Celebrate the Seasons! GM Summer Seasonal 2018	Here you will learn strategies and explore new ways to create excitement in store around the summer holidays and drive sales and profit! You'll hear all about the new items, unique displays, best-in-class planograms and GREAT DEALS for Summer 2018!	Owner Store Manager GM Manager
The Deli Experience	The importance of deli and what you can do within the four walls.	Store Manager Deli Manager
Differentiate and Grow your Bakery Business	Bakery can be the wow that drives the basket!	Store Manager Bakery Manager
Increasing Sales in the Produce Department	Effective strategies to meet the needs of your customers in this fast-growing segment of the produce department. How to increase customer sales in the produce department through cross-merchandising and innovation. Ideas and strategies to manage floral shrink in the grocery store floral department.	Store Manager Produce/Floral Managers
The Power of Private Brands	Details Coming Soon! How to continue to grow Private Brand Sales!	All Managers
Marketplace Insights & Sales Forecasting	SUPERVALU'S Market Planning & Analysis can provide data-driven insights into your marketplace and help you evaluate your store development options with experienced analysts and a variety of tools and services. Come see how we can help you better meet the challenges in your marketplace and make informed decisions on new store and remodel development opportunities.	Owner Management Team
The Threat of Dollar Stores & On-Line Shopping	This session provides answers to the competitive threats from the major Dollar Store companies (Dollar General, Dollar Tree, Family Dollar). We will also explain the emerging new competitors in the on-line shopping environment.	Owner Management Team
The Competitive Threat of LiDL	Prepare yourself for the changing competitive landscape with the SUPER-VALU Playbook!	Owner Management Team
Differentiate and Grow Your Talent	In this session, you will learn how leading, coaching, and guiding teams can enhance the quality of your workplace, leading to increased productivity and motivation of teams.	Owner Management Team Human Resources
Navigating Digital E-commerce	This session is an overview of where Supervalu is headed in the digital & e-commerce space. Learn how we can help you develop a solution in this exciting but complex marketplace.	Owner Marketing, IT
Protecting your Business Investments	This session will explore retail technology trends that are driving rapid changes that require significant investments, new business models, and vendor partnerships. Are you aware of the cybersecurity risks associated with these new retail trends, do you have the right resources to address security requirements before they jeopardize your investments?	Owner Marketing, IT