

SUPERVALU[®]

NATIONAL EXPO



Topic	What will attendees learn as a result of attending this Education Day session?	Who is the intended audience?
Market Centre - General Session	In this session, participants will be introduced to "Market Centre" and understand how this line of ethnic and specialty food offerings can be used as a competitive advantage.	Owners and Managers
Evolution of the Family Meal - Quick & Easy	SUPERVALU's Quick & Easy meal solutions are helping stores and customers with the evolution of the family meal. Learn best practices for "Quick & Easy" implementation process and hear about success stories from retailers who have implemented the solution in their store.	Owners, Manager - Fresh Department Managers
Business Succession Strategies	In this session, store owners will learn how to enhance the growth of their business, increase employee motivation and maximize their return on investment. Walk away knowing how to take action on integrating a market development plan and implement succession strategies to ensure your business maintains its momentum.	Owners
Recruiting, Onboarding and Coaching Your Team	Gain insight on tips that will enhance your ability to attract, interview, onboard and coach supermarket team members. From the interview process to their first days on the team, learn how to create an environment that promotes team engagement.	Owners and Managers
Consumer Trends in Private Brands	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. Attendees will receive 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.	Owners, Fresh Department Managers, Store Directors
Battle for Digital Food Dollars - How to Compete With Digital Solutions	How to remain competitive or relevant during highly intense price positioning. Ready to dip your toes into the Social Media waters? Looking to dive into the digital sea? If you don't have digital or ecommerce in place, this session will provide you with the steps you need to take to begin your digital journey	

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 Sales

 Education

 Innovation

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<i>Produce/Floral Sales and Revenue Enhancers for Any Size Store Format</i>	Strategies to handle and merchandise new and unique fresh produce items to increase sales and margins. Timing, preparation and recipe tips, and employee engagement to win the customer into repeat purchases. Tips on increasing a variety of floral items, even if a store does not have a full floral department.	Fresh Departments
<i>Top Business Threats Today & Where To Turn For Help</i>	This session will help Retailers increase sales, improve SG&A, save time, save money, improve overall operations of their businesses. Gain awareness of top trends occurring in the industry – in every aspect of their business. Receive solutions and suggestions about how you can prepare & address these trends	Owners and Managers
<i>Maintaining Supermarket Dominance in the Meat Department</i>	Strategies and tactics to use in maintaining and growing your market share in the meat department. Utilizing findings from the "2018 The Power Of Meat" consumer study	Store Owners, Store Directors, Meat Department Directors and Managers
<i>Success Starts with People – Improving Your Bottom Line with People</i>	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. Demonstrate the environmental landscape of the workforce of 2020, generations, education level, skills gaps and the threat to retailers Understand the ROI of improving skills training using tools (RMC, SVU) to increase profits	Owners and Managers, Store Directors, Emerging Leaders
<i>Maximize Seasonal Candy Sales and Profitability</i>	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 with seasonal candy.	Owners and Managers
<i>Snacking Revolution “Understanding How the Snacking Evolution is Leading to a Retailer Revolution to Meet Shopper’s Need”</i>	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. Attendee will learn practical strategies & tools to execute refreshed snacking strategies in their stores	Owners and Managers

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<i>Driving Sales With Bakery Events</i>	The session will be showcasing three flavor events, Crazy Cookie Sale Event, Cupcake Friday Event, and Cake a Rama.	Owners, Managers, Bakery Managers
<i>Multicultural Knowing Your Consumer</i>	In this session, we will discuss trends in Multicultural products in all regions of country. This knowledge will enable retailers to gain knowledge on trends and implement a plan to provide a wide variety of products to their customers.	Owners, Managers and Store Directors
<i>Store Designs Trends</i>	Join us for this session which will provide retailers with information about designing new or remodel stores. Learn about new trends with design, layouts and equipment. Information from this session will help retailers made decisions regarding potential major remodel for their store(s).	Owners and Managers
<i>What do Customers Want? Results of SuperValu 2018 Consumer Research Study</i>	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 belief's. 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.	Owners and Store Directors