



**Service provider
of CHOICE**

National Expo Education Day Topics July 25, 2017

Topic	Description	Audience
2017 Power of Meat Study an In-Depth Look at Meat Through the Shoppers' Eyes	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. The Power of Meat provides an in-depth review of shopper motivations throughout the path of purchase.	Store Manager Meat Manager
Go for Growth – Natural, Organic, Specialty & Ethnic Solutions	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
The Fab 4 NOT another British Invasion - How to Unlock HBC Sales Potential in Your Store	At this year's EXPO, the HBC team would like to share 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 in Today's Market!	Bakery can be the wow that drives the basket!!	Store Manager Bakery Manager
Growing Organic Produce Sales, Adding Incremental Sales Through Effective Merchandising and Shrink Management in Floral	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
Private Brands Update	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
Navigating Changing Competition	You will learn how to position your business for success in today's changing competition.	Owner Management Team
The Competitive Threat of Lidl & Dollar.... What's your risk?	Prepare yourself for the changing competitive landscape with the Supervalu 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
Supervalu E-commerce & Digital Strategy	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
Navigating through Disruptive Technologies and Digital Threats	Protecting your brand and organization in the new digital world.	Owner Marketing, IT