

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 use 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
Succession Planning For Owners	Actions that retailers take now to prepare their successors	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	SUPERVALU's Private Brands team will share consumer trends and marketing information on how this segment of products can help stores increase sales. Attendees will have the opportunity to hear about the newest products available in this assortment of over 5000 products.	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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<i>Produce - Merchandising and Selling New & Unique Items</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 10 Business Challenges Today and Where To Turn For Help</i>	This session will help retailers increase sales, improve their SG&A, become more efficient with daily operations and identify organizational efficiencies. Are you experiencing issues with shrink? Do you need help analyzing customer data? Confused about which technology solutions may help you create efficiencies and improve profitability? Join us for this informative session outlining solutions that will bring relief to some of these concerns.	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>The Value of Ongoing Education for Your Employees</i>	<i>Check Back for more information</i>	Owners and Managers
<i>Maximize Seasonal Candy Sales and Profitability</i>	Seasonal Candy	Owners and Managers
<i>Snacking Revolution</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>The World of Ethnic Merchandising</i>	<i>Check Back for more information</i>	Owners and Managers
<i>Store Designs Trends</i>	<i>Check Back for more information</i>	Owners and Managers