**Retail Overview: Winners, Losers, Opportunities, and Threats – Jackie Lewis, Cleveland Research**

**Takeaways**

* Store of the future will be 80% back room and 20% consumer facing. Inverse is true today.
* Retailer margin pressure driven by rising input costs – labor, transportation, commodities, packaging, tariffs
* Identify winners and losers to invest smartly and manage resources

**Actions**

* Manufacturer and retailer should be taking journey together to innovate for store of the future
* Work through loss of impulse sales for frozen and refrigerated and increase trial
* Click and collect kiosk featuring impulse purchases

**Excelling in Digital Marketing – Zach Kahn, Google**

**Takeaways**

* Customers spend 108% more after visiting your website
* Publish good content
* 43% of CPG shoppers used search on their last shopping trip
* The single most influential driver of food decisions is technology
* Marketing is lagging behind technology

**Actions**

* Most shoppers are using the retailer’s website vs. the manufacturer’s website. Manufacturer can provide relevant content to retailer to grow the entire category.
* Educate younger generations on using a product. Use of video on how to use a product.
* Provide content to retailer designed for specific social channels

**Uncovering Hidden Gems of Gens – Chris von der Linden, IRI**

**Takeaways**

* Bifurcation of products between better for you and indulgent
* Gen Z is most digitally connected generation
* Substantial opportunity in ecommerce for innovating around perimeter and perishable categories

**Actions**

* Visuals and pictures are important
* Help consumer feel more connected in decision-making
* Make planograms available to consumers on their digital device. Select and see price points, nutrition info, usage instructions, recipe ideas, recipe videos, add recipe ingredients to shopping list, share it with a friend

**2019 Global Food & Drink Trends – Lynn Dornblaser, Mintel**

**Takeaways**

* Convenience – new definition goes beyond ‘fast’
* Environment – sustainability encompasses the entire product life cycle
* Health & Wellness – healthy aging viewed as holistic, proactive and ongoing pursuit

**Actions**

* As snacking and small meals remain relevant, bring right sizes and packaging to table and help retailers find opportunities
* Keep sustainability top of mind – communicate your efforts and those of suppliers and partners better and more frequently to consumers
* There is a role for premium and indulgent, consumers willing to pay more for quality products, whether healthy or indulgent food has to taste good

**Generational Differences in the Workplace – Dr. John Stanton – St. Joseph’s University**

**Takeaways**

* Diversity in the workplace is critical
* Engagement is important in retention, but also in recruitment
* Interview as a team and show diversity in hiring process
* Advancement opportunities should be evident – not everyone who starts in retail will stay in retail

**Actions**

* Have your youngest/newest employees visit your customer to learn about their business and how your companies work together and vice versa
* Diversity in your team should reflect your shoppers
* Focus on the quality of the work that’s being done and the team objectives and not the process of how it’s being done
* Create a sustainable development program and offer continual learning opportunities. Put employees who have never worked retail in the store

**The Next Commerce Wave, Swell or Tsunami – Ken Harris, Cadent Consulting Group**

**Takeaways**

* Blockchain is real, now and adds customer value
* Importance of low prices and faster delivery won’t change
* Last mile isn’t figured out yet, but will be meaningful part of frozen and refrigerated business

**Actions**

* Meet with retailers and see where they are in the blockchain process, have open dialogue
* Find opportunities and integrate new trends like Uber eats
* Create neighborhood app that customers can share what they found locally and where, share shopping lists
* Figure out what peapod, fresh direct and others are doing right as a model