



appetites+innovation

A National Leadership Collaborative for Retail Foodservice

SECOND ANNUAL MEETING

May 31 - June 2, 2017

The Culinary Institute of America at Copia
Napa, CA

ANNUAL MEETING AGENDA

Unless otherwise indicated, all sessions take place in the Napa Valley Vintners Theater (1st floor).

Wednesday, May 31

3 PM **Registration & Refreshments**

Atrium (1st floor)

3:30 PM **Welcome & Opening Remarks**

Speakers: **Steve Petusevsky '77** (A+I Chair)
Jacquelyn Chi (CIA)

3:45 PM **Member Introductions**

A+I Collaborative (A+I) Overview and Meeting Priorities

After the opening remarks, we'll pass a microphone so that all members can briefly introduce themselves. We'll then review the meeting agenda and A+I's progress and priorities.

Speakers: **Steve Petusevsky '77** (A+I Chair)
Jay Jacobowitz (Retail Insights)

4:15 PM **GENERAL SESSION I: State of the State**

Progressive Grocer Headlines and Member Case Studies

What were the top stories in retail foodservice since our last meeting? How is the grocerant space evolving and what trends are developing within the prepared foods at retail space? Joan Driggs, editorial director at Progressive Grocer, takes us through the major headlines that defined the industry in the past 18 months.

Presenter: **Joan Driggs** (Progressive Grocer)

4:45 PM **The CEO Mindset—Preserving Profit While Embracing the Inevitable Future**

No CEO, particularly of a public company, easily accelerates the decline of any part of the business. In grocery, the center store—shelf stable, packaged, processed foods—is in long-term decline due to demographic changes, yet is still a major cash and profit generator to the business. While the CEO may see the need to invest in other emerging, more customer-relevant parts of the business, such as the culinary fresh

foods program, she or he must balance these investment demands against the need to preserve the larger, still-more-profitable parts of the business. How can we help the CEO bridge the investment gap?

Moderator: **Jay Jacobowitz** (Retail Insights)

Panelists: **Dean Owens** (formerly with Raley's)
Kathy Streeter (Lucky's Market)

5:30 PM **Opening Sponsor Exchange & Networking Reception**
Olive Terrace East

Featuring Premier Corporate Members

6:15 PM **Reception Ends, Program Concludes for the Evening**
Enjoy dinner on your own in the Napa Valley

Thursday, June 1

8 AM **Napa Valley Breakfast Buffet**
Atrium (1st floor)

GENERAL SESSION II: Culture and Leadership

8:30 AM **An Imperative for Success: Leadership in Creating, Building, and Sustaining a Culinary Culture in Retail**

Mergers and acquisitions. Volatility and disruption. These are part and parcel of the retail professional's everyday reality in 2017, and not just managing but leading through the anxiety of executive changes, corporate direction pivots, and daily reports of the decline of brick and mortar requires a steadfast understanding and commitment to the culture of your business. Rob Easley, current SVP of Merchandising and Marketing at QuickCheck and former executive at H-E-B and EarthFare, shares his insights into how to maintain culture amidst change and build a roadmap for culinary success in retail.

Presenter: **Rob Easley** (QuickChek)

9:20 AM **Great Service – An Effective Market Differentiator**

Customer service is paramount to the guest experience, but how does one actually make it an integral part of company culture? Does customer service end with a smile on a guest's face, or can it have real effects on the bottom line? Amy Emberling, managing partner of Zingerman's Bakehouse, explains how Zingerman's built and continually reinforces its renowned culture of Great Service. She'll share a general model for culture formation that can be mobilized within any organization, impacting everything from staff recruitment and retention to guest loyalty along the way.

Presenter: **Amy Emberling** (Zingerman's Bakehouse)

- 9:50 AM **Competing with the Center Aisle Business**
Grocerants, grab-and-go, and C-stores are increasingly giving full-service and quick-service restaurants a run for their money. Yet prepared foods at retail professionals still face challenges in getting attention from the C-suite who are more often focused on the packaged and retail goods side of their business. How can prepared foods professionals mobilize the specific lexicon and KPIs of retail operations to more effectively engage senior leadership in the strategic importance of their department?
Moderator: **Kevin Garvin** (Neiman Marcus)
Panelists: **Joseph Dodd** (Giant Eagle)
Conrad Skelton (Lucky's Markets)
Carin Solganik (Heinen's)
- 10:35 AM **Morning Snack & Networking Break**
Atrium (1st floor)
- GENERAL SESSION III: Chopping Board Stories: Culinary Innovation and Inspiration from Restaurants**
- 11:00 AM **How Chefs Are Reimagining Burgers**
Presenter: **Steve Solomon**
- 11:10 AM **Bridging the Retail and Restaurant Divide**
Prepared foods and grocerants within retail operate very differently from independent restaurants. Yet food-savvy customers are placing increasing demands on prepared foods to provide fresh, convenient, and delectable options that rival offerings from a fine dining kitchen. Cara Mangini, one of Eataly's first "vegetable butchers", will talk about bridging the retail and restaurant divide, and demo plant-forward dishes from her Little Eater and Little Eater Produce & Provisions hybrid model.
Presenter: **Cara Mangini** (Little Eater)
- 11:40 AM **From the Streets to the Menu Board: Integrating Local Culture into Prepared Foods**
Chefs Keoni Chang from Hawaii and Edgar Gonzalez from Southern California will demo items from their store menus, and discuss how inspiration and traditions from local cultures get integrated into their operations.
Presenters: **Keoni Chang** (Foodland)
Edgar Gonzalez (Northgate Markets)
- 12:10 PM **Menu Matrix Workshop**
Retail prepared foods programs are far more complex than any other food service platform. Containing both service and self-service concepts coupled with all day parts, a variety of delivery models, and a host of ethnic cuisines, retail food service is the culmination of culinary craft, creativity, and exacting business models. In addition to creating a profitable flavor-first experience, we are also tasked with reflecting current trends, health and wellness issues, ever-changing FDA regulations, and global demographic considerations. This session explores how to approach construction of your food service from ideation and creation to implementation, and how to keep track of it all.
Presenter: **Steve Petusevsky** (A+I Chair)

- 12:40 PM **Walk-Around Lunch**
Olive Terrace East
- Featuring the Associate Corporate Members**
- With book signing by Cara Mangini.**
Books will be available for purchase during the lunch.
- 1:25 PM **Dessert & Coffee Break**
Atrium (1st floor)
- GENERAL SESSION IV: Fake News and Consumer Strategies – Meeting the Customer at the Front Lines of Health and Wellness**
- 1:40 PM **Headlines from the “Natural” World**
Natural foods stores and merchandisers are at the forefront of health and wellness with a front-row seat to the fads that become trends. Christine Kapperman, editor-in-chief at Natural Foods Merchandiser, will review the magazine’s top stories from the previous year and provide insight into what’s on the mind of the natural foods consumer. How do these issues resonate (or not) within your operation? You’ll have the chance to weigh in during this interactive discussion with live polls.
Presenter: **Christine Kapperman** (New Hope Media)
- 2:10 PM **Reality Bites: Business Implication & Bottom Line Impact of Menu Labeling, Clean Label and Wellness Trends – Preparation & Insights from the Healthy Menus R&D Collaborative**
Over recent years, health and nutrition have emerged to present great opportunities – and challenges – for the foodservice industry. With public health policy, local mandates, and FDA menu labeling continuing to loom over us, it’s time for a candid and sobering look at business impact and implications: political volatility around the final ruling, extensive and sensational media reporting, trading behavior in ordering and restaurant choice affecting check and margin – as well as change in frequency and the potential “halo” over local vs. chains. Health and wellness attitudes, transparency, and clean label demands will be changing buying behavior faster than we can fathom. Learn the compelling market research and consumer insights that are forecasting response, along with the proactive and protective strategies planned and currently in play by the restaurant industry to dodge the bullet – and reduce risk.
Presenter: **Pam Smith, RDN** (Shaping America’s Plate)
- 2:50 PM **Innovation with In-Store and Corporate Dietitians**
Dietitians are at the front-lines of guest interaction and engagement within the store. How do retail dietitians enhance in-store and corporate programming, and help consumers navigate multiple and sometimes conflicting guidance on health and wellness?
Presenter: **Elaine Magee, MPH, RDN** (Albertsons Companies)
- 3:20 PM **One Stop Citrus Shop – Bringing Healthy & Fresh Produce to Consumers Year-Round**
Maggie Moon of Wonderful Citrus will cover recent produce trends and how they align with consumers’ increasing demands for healthy and fresh options.
Presenter: **Maggie Moon, RD** (Wonderful Citrus)

3:30 PM **Afternoon Snack & Networking Break**
Atrium (1st floor)

GENERAL SESSION V: Beyond the Hot Bar: Telling Your Food Service Story and Market Differentiation

4:00 PM **Telling Your Foodservice Story: Ideas Worth Stealing**

Avocados From Mexico, the only year-round fresh avocado, now controls over 80% market share in the U.S. Chef Mark Garcia, director of foodservice at Avocados From Mexico, shares his team's unvarnished experience growing the brand at such an astonishing pace, providing attendees an "insider look" at what creative programs and merchandising elements they've leveraged in foodservice and retail that have led to greater sales and higher traffic counts.

Presenter: **Mark Garcia** (Avocados From Mexico)

4:10 PM **Customer-Driven Menu Strategy**

In this session, Kelly Buckley provides a simple process to assist A+I members with key building blocks to develop a compelling menu strategy and move their foodservice ahead of competition. This includes identifying target consumer segments, understanding their need states, developing a compelling and differentiated concept positioning, while ensuring on-brand integration into the host concept.

Presenter: **Kelly Buckley** (7-Eleven)

4:40 PM **Winning the Customer Through Comprehensive Food Service Design**

Just starting to innovate beyond the deli case and hot bar, or the roller grill and donut case, and don't know where to start? Have you been challenged in the process of implementing new prepared food concepts, but feel something is missing? In this workshop, Lew Shaye and Steve Duffy will lead members through a strategic and comprehensive approach to designing and developing a successful food service program. Attendees will walk away with a roadmap to create, guide and implement a differentiated and compelling next generation concept.

Presenters: **Lew Shaye** (Grocerant Design Group)
Steve Duffy (Cuhaci & Peterson)

5:45 PM **Reception**
Atrium (1st floor)

Sponsored by Avocados From Mexico and Wonderful Citrus

6:30 PM **Reception Ends, Program Concludes for the Evening**
Enjoy dinner on your own in the Napa Valley

Friday, June 2

8 AM **Coffee and Whole Fruit**
Atrium (1st floor)

GENERAL SESSION VI: Facing the Future

8:15 AM Introduction: **Scott Allmendinger** (The Culinary Institute of America)

- 8:20 AM **Retail Trends Forecasting: Current and Future**
Consumers eat differently today, especially in restaurants versus at home. How does that play out within the four walls of retail? How do grocerant and other changing retail formats address changing consumer preferences, and in what ways will socioeconomic changes, erosion of traditional food rituals, and the redefinition of food/beverage quality impact the industry in the near- and long-term future?
Presenter: **Shelley Balanko** (The Hartman Group)
- 9:20 AM **Building Your Creativity Muscle**
How do you build your creativity muscle when you're "just a chef"? This crash course in design thinking will teach members strategies for unlocking creativity and position themselves as innovation leaders within their companies.
Presenter: **Matt Rothe** (FEED Collaborative)
- 9:45 AM **Working Group Ideation and Exercise Introduction**
Presenter: **Jackie Chi** (CIA)
Steve Petusevsky (A+I Chair)
- 9:55 AM **Short break to walk to Private Dining Room (1st floor)**
- 10:05 AM **Brunch and Working Group Meeting Time**
Private Dining Room (1st floor)
Brunch Sponsored by The Mushroom Council
- 11:35 AM **Where Do We Go From Here?**
Private Dining Room (1st floor)
Each working group will report out from their meeting time and we'll collectively set the agenda for the collaborative in the coming year.
Facilitators: **Steve Petusevsky '77** (A+I Chair)
Jay Jacobowitz (Retail Insights)
- 12:20 PM **Closing Remarks**
Private Dining Room (1st floor)
Speaker: **Steve Petusevsky '77** (A+I Chair)
- 12:30 PM **Annual Meeting Concludes**