



FOOD MARKETING INSTITUTE

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## AGENDA-AT-A-GLANCE

### Sunday, June 14

2:00 PM – 7:00 PM Registration  
6:00 PM – 7:00 PM Welcome Reception  
7:00 PM – 9:15 PM Welcome Remarks and Dinner

### Monday, June 15

7:00 AM – 8:00 AM Breakfast/Vendor Court  
8:00 AM – 8:15 AM Welcome and Preview of Agenda  
8:15 AM – 10:15 AM Morning Business Sessions  
10:15 AM – 10:45 AM Refreshment Break/Vendor Court  
10:45 AM – 12:00 PM Morning Business Session  
12:00 PM – 1:00 PM Luncheon/Vendor Court  
1:00 PM – 1:30 PM What's New, What's Ahead for Private Brands  
1:30 PM – 3:00 PM Afternoon Business Sessions  
3:00 PM – 3:30 PM Refreshment Break/Vendor Court  
3:30 PM – 5:00 PM Afternoon Business Session  
6:00 PM – 7:00 PM Cocktail Reception  
7:00 PM – 9:00 PM Casual Dine-Around Dinner

### Tuesday, June 16

7:00 AM – 8:00 AM Breakfast/Vendor Court  
8:00 AM – 8:05 AM Recap Previous Day and Preview Today's Agenda  
8:05 AM – 9:15 AM Morning Business Sessions  
9:15 AM – 9:45 AM Refreshment Break/Vendor Court  
9:45 AM – 10:45 AM Morning Business Sessions  
10:45 AM – 11:00 AM Closing Remarks

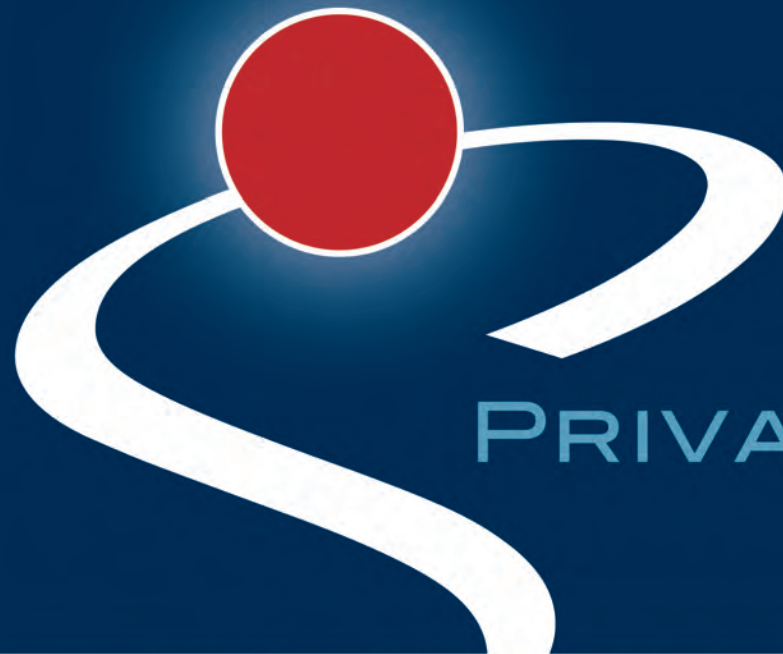
# PRIVATE BRANDS SUMMIT

JUNE 14-16, 2009  
THE WALDORF=ASTORIA  
NEW YORK, NY

... ACCELERATE GROWTH

... GAIN INSIGHTS

... DRIVE COLLABORATION



# PRIVATE BRANDS SUMMIT

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THE WALDORF=ASTORIA • NEW YORK, NY



FOOD MARKETING INSTITUTE  
private brands

[www.fmi.org](http://www.fmi.org)

# PRIVATE BRANDS SUMMIT

JUNE 14-16, 2009 • THE WALDORF=ASTORIA • NEW YORK, NY

• • • GAIN INSIGHT INTO PROMOTIONS, PROGRAMS AND ISSUES  
IN ONE OF THE FASTEST-GROWING SEGMENTS  
IN RETAIL TODAY!

## WELCOME LETTER

This inaugural FMI Private Brands Summit represents a landmark gathering of the food and consumer products industry's leadership focused exclusively on driving growth in private brands through cutting edge education and enhanced networking opportunities. The objectives of the summit include accelerating growth in private brands and gaining and leveraging consumer insights, while driving industry and trading partner collaboration.

This Summit provides a historic moment in the history of private brands as the industry comes together to speak with "one voice" in shaping the future of this tremendously important industry segment. We have developed a collaborative governance model of retailers, wholesalers, distributors and manufacturers that will serve as an example of the ways our industry will work together going forward.

FMI is prepared to lead the way in this defining period in the history of the private brands movement. The FMI Board of Directors and I are fully committed to this long-range strategic initiative. I strongly encourage you and leaders within your company to register for this significant gathering of the industry's leadership.

The FMI Private Brands Summit is one of several key initiatives that FMI plans to unveil as we work together to shape the future of private brands. We look forward to seeing you and your colleagues in New York for this important event so we can share our plans to meet the needs of our customers for years to come.

Warm regards,



**Leslie G. Sarasin, Esq., CAE,**  
President and Chief Executive Officer,  
Food Marketing Institute



### SUNDAY, JUNE 14

2:00 PM – 7:00 PM	Registration
6:00 PM – 7:00 PM	Welcome Reception
7:00 PM – 7:15 PM	Welcome Remarks
<b>Ric N. Jurgens</b> , Chairman, CEO and President, Hy-Vee, Inc. Chairman of the Board, Food Marketing Institute	
7:15 PM – 9:15 PM	Dinner and Social Networking

### MONDAY, JUNE 15

7:00 AM – 8:00 AM	Breakfast/Vendor Court
8:00 AM – 8:15 AM	Welcome and Preview of Agenda
8:15 AM – 8:45 AM	What's New at FMI?

Learn more about the positive changes taking place and the member services available through the Food Marketing Institute. Get all the latest details and progress on FMI's Private Brands Group Initiative and the benefits it will bring to the private brands community.

**Leslie G. Sarasin, Esq., CAE,**  
President and Chief Executive Officer,  
Food Marketing Institute

**Patrick Walsh**, Vice President,  
Industry Relations and Collaboration,  
Food Marketing Institute

8:45 AM – 9:15 AM	A Pivotal Time for Private Brands
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The current economic environment is the ideal time to convert consumers from advertised brand "cherry-pickers" to private brand loyalists. But driving the conversion and sustaining the loyalty will require deeper and mutually beneficial relationships between all trading partners.

**Danny Wegman**, Chief Executive Officer,  
Wegmans Food Markets, Inc.

9:15 AM – 9:45 AM	Private Brands Suppliers – The Unsung Heroes
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The relationship between retailer and supplier is critically important to the success of your private brand program. Hear the supplier's perspective on that aspect of the business, and learn what they can do to make the partnership more successful.

**Kevin Hunt**, Co-Chief Executive Officer, Ralcorp Holdings, Inc.

9:45 AM – 10:15 AM	Not Without a Fight!
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While the news has been all good for Private Brands lately, we should not expect the advertised brand marketers to just throw up their arms. Learn how they view Private Brands – and how they counter program – from one of their own.

**Carla Cooper**, Senior Vice President, PepsiCo (retired)

10:15 AM – 10:45 AM	Break/Vendor Court
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10:45 AM – 12:00 PM	Getting the Relationships Right
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The morning speakers will be joined by other retailer and supplier executives in a panel discussion focused on improving collaboration among all the partners. Hightlights will include what works well and what challenges you might encounter.

#### Panelists:

**Danny Wegman**, Chief Executive Officer, Wegmans Food Markets, Inc.

**Kevin Hunt**, Co-Chief Executive, Ralcorp Holdings, Inc.

**Carla Cooper**, Senior Vice President, PepsiCo (retired)

**Jack Kelly**, President and Chief Executive Officer,  
American Italian Pasta Company

#### Moderator:

**Allan Noddle**, Principal, Noddle Development Company

12:00 PM – 1:00 PM	Luncheon/Vendor Court
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1:00 PM – 1:30 PM	What's New, What's Ahead for Private Brands
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The world of private brands has grown tremendously in the last two years and understanding the impact on the market is essential. This presentation will look at what consumers think about private brands, what they do and what they choose. It will also look at key developments in the U.S. market, and what can be learned from the European market.

**Lynn Dornblaser**, Director, CPG Trend Insight,  
Mintel International Group

1:30 PM – 2:00 PM	Beyond 2009, Reaching the Next Generation of Shoppers
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A discussion on the attitudes and preferences of soon-to-be Private Brands consumers – the "Social Computing" generation.

## Attendees Include

- **Retailer, Wholesaler and Distributor** CEO's and Private Brand Marketing, Merchandising and Supply Chain Executives
- **Private Brand Manufacturer** CEO's and Private Brand Marketing, Sales and Supply Chain Executives
- **Sales Agencies and Broker** CEO's and Private Brand Marketing, Sales and Supply Chain Executives
- **Service Provider** CEO's and Senior Private Brand Executives

## Program Highlights

- Learn consumer attitudes about private brand products
- Discover how you can increase and sustain loyalty through private brands
- Obtain the strategies and tactics needed to maximize private brand sales
- Benchmark your company and learn how to compete
- Network with industry leaders

Register  
online at  
[www.fmi.org](http://www.fmi.org)  
or by mail or  
fax using the  
attached  
form.

2:00 PM – 2:30 PM	Se Habla Isn't Enough: Private Brands among Hispanics
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Hispanics comprise 15 percent of the U.S. population, and control more than \$950 billion in spending power. In the Latino culture, tradition, family and the enjoyment of food are inextricably intertwined. Hispanics spend more on groceries than other segment of the population, but how do they feel about private brands? Join us for this one of a kind session that delves into two of the biggest trends in today's marketplace – private brands and purchasing by Hispanics.

**Diane Huth**, Valassis Communications

**Sponsored by** Marketing Management, Inc. and  
New American Dimensions

2:30 PM – 3:00 PM	The Brand of the Year
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The majority of consumers are changing their shopping habits at the point-of-purchase and switching to lower priced private label products in many categories. U.S. retailers are continuing to take a more proactive approach to increasing private label offerings through broader product selections and increased shelf space.

**Michael Kelter**, Global Investment Research Analyst, Goldman Sachs

3:00 PM – 3:30 PM	Refreshment Break/Vendor Court
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3:30 PM – 5:00 PM	Our Time is Now
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Learn what it will take to drive future growth in private brands. Retailer and supplier executives will discuss how to keep the positive momentum going for private brands.

#### Panelists:

**Linda Severin**, Vice President, The Kroger Co.

**Dan Mazur**, Senior Vice President, Topco Associates LLC

**Kevin Holden**, Senior Vice President, Bay Valley Foods

**Mark Gershenson**, Senior Vice President, Vi-Jon Laboratories, Inc.

**Maurie Fettig**, Executive Vice President, Red Gold LLC

**Dave Pullar**, Vice President, Safeway Inc.

#### Moderator:

**Patrick Walsh**, Vice President, Industry Relations and  
Collaboration, Food Marketing Institute

6:00 PM – 7:00 PM	Cocktail Reception
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7:00 PM – 9:00 PM	Casual Dine-Around Dinner
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### TUESDAY, JUNE 16

7:00 AM – 8:00 AM	Breakfast/ Vendor Court
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8:00 AM – 8:05 AM	Recap Previous Day and Preview Today's Agenda
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8:05 AM – 8:10 AM	A Few Words about Our Next Speaker
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**Milt Sender**, Co-Founder & Chairman, Daymon Worldwide

8:10 AM – 8:45 AM	The Procter & Gamble Way
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Procter & Gamble is universally recognized as one of the world's most successful consumer products marketers. Learn what this CPG giant thinks are the keys to future success for itself and other providers of advertised brands.

**Robert McDonald**, Chief Operating Officer, Procter & Gamble Co., Inc.

8:45 AM – 9:15 AM	Private Brands at the Tipping Point
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Consumers are more value conscious, therefore you have opportunities to provide powerful private brand experiences for your customers. The best retailers will reinvent the concept and image of private brands in the minds of consumers. The "tipping point" for this fundamental transformation is just around the corner.

9:15 AM – 9:45 AM	Refreshment Break/Vendor Court
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9:45 AM – 10:15 AM	K-VA-T's Super Dollar Store
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Take a visual tour of the K-VA-T Super Dollar store format, where private brands are the stars of the show, and K-VA-T is reaping the rewards.

**Steve Smith**, President and CEO, K-VA-T Food Stores, Inc.

**Richard Gunn**, Vice President, K-VA-T Food Stores, Inc.

10:15 AM – 10:45 AM	Our Time is Now!
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Hear about current examples of successful ways retailers are marketing their private brands.

**Andres Siefken**, Vice President of Marketing,  
Daymon Worldwide

10:45 AM – 11:00 AM	Closing Remarks
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Learn about the opportunities available through participation in FMI's Private Brands Group Initiative.

**Patrick Walsh**, Vice President,  
Industry Relations and  
Collaboration,  
Food Marketing Institute

## AGENDA

## CONFERENCE

72%  
Consumers who  
choose their primary  
store based on store  
brand preference.

• • • \* FMI Trends 2009





**78%** *Consumers who  
equate cost savings and quality  
to private brands.*

• • • \*Mintel/Greenfield Online

***Many private brand converts  
may never go back to national brands.***

**9.7%** Increase in  
supermarket sales  
growth since 2007.

• • • \*Nielsen

***Consumers have changed  
into value seekers—even those  
at the higher end of the  
economic scale.***

Private Brand Sales = **\$82.9** billion  
• • • \*FMI Trends 2009

***The recession has helped drive  
private brand sales. Innovation,  
quality and collaboration will drive  
future growth.***

