



DELIVERING CONSUMER  
VALUE TOGETHER

# PRIVATE BRANDS SUMMIT

**JUNE 14 - 16, 2010 • THE PALMER HOUSE HILTON • CHICAGO, IL**

Join your industry colleagues for two intense days of education and innovation. Discover collaborative new ideas to increase profits and discover valuable opportunities in private brands retailing. Learn about shopping behaviors and consumer insights as it pertains to brand loyalty, nutrition, food safety and social media.

Choose from thought-provoking discussion groups and hands-on/business sessions that address the topics, issues and opportunities that face the supplier and retailer communities. Uncover the collaborative potential in delivering consumer value together.

## Agenda

### Monday, June 14th

- 2:30 pm – 3:30 pm **FMI Private Brands Executive Committee**
- 3:45 pm – 5:00 pm **FMI Private Brands Leadership Council**
- 4:00 pm – 7:00 pm **Summit Registration Desk Open**
- 5:30 pm – 7:00 pm **Opening Reception**  
(Sponsored by: CHEP)

### Tuesday, June 15th

- 6:30 am – 6:30 pm **Summit Registration Desk Open**
- 7:00 am – 8:00 am **Breakfast**
- 8:00 am – 8:20 am **Delivering Consumer Value Together**

The Co-Chairs of the FMI Private Brands Group will kick off the summit with a discussion about the key drivers of the new private brands model designed to spur innovation and deliver consumer value. They will share their perspective on the importance of collaboration to achieve results.

**Speakers:**  
*Dave Pullar, Consumer Brands, Safeway Inc.*  
*Kevin Hunt, Co-CEO, Ralcorp Holdings*

#### 8:20 am – 8:40 am **FMI Speaks: Leadership Shaping the Future**

Today's business environment is unpredictable and volatile. Gain new insights about leadership and a clearer perspective on today's challenges and tomorrow's opportunities. Together, we will examine the forces and trends that are shaping the future of retailing and find ways to create an environment of collaboration, growth and innovation in private brands.

**Speakers:**  
*Leslie G. Sarasin, Esq., CAE*  
*President and Chief Executive Officer, FMI*  
*Patrick J. Walsh*  
*Vice President, Industry Collaboration, FMI*

#### 8:40 am – 9:15 am **Opening Keynote Address: The Future of Private Brands – A Retailer's Perspective**

Achieving excellence is a business imperative in private brands retailing. Hear from an industry leader in private brands innovation, merchandising and retailing. Develop ideas to create a unique value proposition and explore key strategies to drive consumer value. Improve your assortment, marketing, branding, competitive position and increase profits. Discover what private brands manufacturers can do to help you meet the needs of your customers.

**Speaker:**  
*Mr. Bill McEwan, President and CEO, Sobeys, Inc.*

#### 9:15 am – 10:00 am **Keynote Address: Preparing for Business as Unusual**

There is a new sobriety in the wallets of shoppers. Not only will consumption be less, but shoppers will continue searching for the best deals as they redefine what value means to them. Consumers are using social media, blogs and online information to research purchases more carefully. Gain insights into today's shopper from research obtained from consumer interviews, surveys and focus groups. This provocative presentation will empower you to discover new retailing and manufacturing opportunities that will help you compete and win in today's ever-changing marketplace.

**Speaker:**  
*Thom Blischok, President, Global Innovation and Shopper Marketing Information Resources Inc.*

#### 10:00 am – 10:30 am **Break: Private Brands Innovation Showcase**

#### 10:30 am – 11:15 am **The Speed of Trust: The One Thing that Changes Everything**

Recieve examples of how trust produces better results. The *Speed of Trust* demonstrates that trust is a hard-edged economic driver. It is a learned and measurable skill that makes organizations more profitable, people more promotable and relationships more energizing. Learn 13 behaviors common to high-trust leaders and discover actionable insights that will enable you to increase and inspire trust in all of your important relationships. The *Speed of Trust* presents a roadmap to building character, increasing competence and enhancing credibility.

**Speaker:**  
*Greg Link, The Global Speed of Trust Practice*

#### 11:15 am – 12:00 pm **New Ways of Working Together: Enabling Growth, Eliminating Disruptions**

Today, more than ever, trading partners must find new ways to create consumer value and enable growth. The *New Ways of Working Together* is a tool to enhance trading partner collaboration through effective joint business planning and mutual goal setting. Examine how a retailer and manufacturer applied the *New Ways* framework to produce tangible business results and eliminate costly disruptions to their business. Discussion topics include:

- Selecting trading partners
- Prioritizing strategic choices
- Conducting joint business planning efforts
- Developing a team in order to align resources
- Establishing common goals and ways to measure progress

**12:00 pm – 1:30 pm Lunch: Private Brands Innovation Showcase**  
(Sponsored by:  
*John B. Sanfilippo & Sons*)

#### 1:30 pm – 2:15 pm **The New Normal: The Role of Private Brands Post-Recession**

Previous recessions have shown a clear correlation between private brands market share and the economy. In the past, private brands sales spiked during a recess-

## Agenda (continued)

sion but quickly returned to normal levels at the first sign of an upturn. This time around, however, private brands have become the new normal. Discover how a combination of SKU rationalization efforts, technological advances, and improvements in the quality and marketing of private brands may shape the future. Join us in a discussion about whether private brands penetration rates and the role of value lines in the U.S. will be similar to Europe. Drawing on best practices from around the globe, we will discuss how national brands can co-exist with private brands in the post recession era.

Speaker:

*Natalie Berg, Research Director, Planet Retail*

2:15 pm – 3:00 pm **Nutritional Labeling – FDA Updates**

Front-of-pack nutrition labeling that is easy for consumers to understand is a top priority for the Food and Drug Administration (FDA) and First Lady, Michelle Obama, as part of her *Let's Move* campaign to end childhood obesity. The FDA is interested in gathering research and feedback from the industry with the goal of releasing a proposed rule on front-of-pack nutritional labeling before the end of this year. This session will also cover new sodium guidance, food safety legislation and compliance.

3:00 pm – 3:15 pm **Break: Private Brands Innovation Showcase**

3:15 pm – 4:00 pm **Fighting Back: National Brands Strategies to Recapture Market Share**

The competition between retailer private brands and national brands has increased dramatically over the past year. The recession combined with retailer differentiation strategies took private brands to new heights in market share in many product categories. Now with adjustments for SKU and brand rationalization and recession budget cutting, the national brands are fighting back to regain balance in the category dynamics. Learn the key macro and micro drivers that will set the stage for retail growth and, in particular, category pricing. Discover how national brands manufacturers are intensifying their game by leveraging all the tools from marketing, advertising, trade, consumer and promotional spending. Review the implications for private brands and how retailers are likely to respond.

Speaker:

*Tim O'Conner, Vice President, RetailNet*

4:00 pm – 4:45 pm **Leveraging Social Media: Marketing Panel Discussion**

Social media is not a passing fad but rather a significant paradigm shift in the way retailers and manufacturers can communicate with consumers. Examine how social media is being leveraged in this area. Gain best practices and understand the implications of building private brands sales and loyalty. Competition with national brands manufacturers and retailers will be fierce as companies strive to achieve

share-of-voice with consumers. Discuss some key strategies that will enable you to anticipate, respond and engage your customers by using social media.

**Leveraging Social Media: Marketing Panel Discussion**

- I. Social media introduction
- II. Social media case studies
- III. Why private brands? What's in it for me.
- IV. Key strategies for engaging the consumer

Speakers:

*Donna MacDonald, Senior Vice President, Director of Account Services, Schupp Company, Inc.*

*Jim Mayfield, Senior Vice President, Executive Creative Director, Schupp Company, Inc.*

*Brian McLaughlin, Associate Media Director, Schupp Company, Inc.*

*Chris Douglas, Interactive Creative Director, Schupp Company, Inc.*

5:30 pm – 7:00 pm **Networking Reception**

### Wednesday, June 16th

6:30 am – 12:00 pm **Registration Desk Open**

7:00 am – 8:00 am **Breakfast**

8:00 am – 8:15 am **Delivering Consumer Value Together**

We will recap the previous day's summit program by reviewing the key insights and actions that are required to remain competitive and create consumer value. The summit co-chairs will set the stage for day two of the program.

Speakers:

*Dave Pullar, Consumer Brands, Safeway Inc.*

*Kevin Hunt, Co-CEO, Ralcorp Holdings*

8:15 am – 9:00 am **Keynote Address: A Wall Street Perspective – What's Next for Private Brands**

Obtain comprehensive analysis on the CPG industry from Wall Street's point of view with a focus on how private brands is faring in regards to commodity re-inflation, increased advertising and trade spending by national brands. Learn what a major resurgent CPG company is doing by flexing its muscle to expand its presence in several categories with high private brands penetration.

Speaker:

*Michael Kelter, Global Analysis, Goldman Sachs*

9:00 am – 9:45 am **CEO Perspectives on the Future of Private Brands: Panel Discussion**

Private brands is an integral part of many retailer's go to market strategy. Join a panel of six CEO's from supplier and retailer companies as they discuss their views on private brands in their businesses. Discuss how retailers and manufacturers can work together

to achieve common goals and drive increased sales. Discover what major forces will shape the future of private brands retailing based on consumer trends from a consumer perspective. Share ideas about what trading partners can do to address challenges.

9:45 am – 10:15 am **Break: Private Brands Innovation Showcase**  
10:15 am – 11:00 am **The Private Brands Supply Chain**

How efficient and sustainable is the private brands supply chain? Discover how to overcome the challenges retailer and supplier partners face related to price gaps, multiple sourcing and product substitutability. Learn how suppliers and retailers can improve supply chain efficiencies.

11:00 am – 11:45 am **Food Safety for Private Brands: It's All About Certification**

Your ability to implement food safety and quality management systems may not only set your products apart – they are critical to your business. Today's buyers want assurance that their private brands products meet a higher global standard. Do you know about the Global Food Safety Initiative (GFSI) and what it means to be "certified?" Is this just another audit, or can you really gain benefits from these new international programs? Receive the information you need to know about GFSI. Examine a recent case study and learn why retailers and suppliers are turning to certification to demonstrate their compliance and commitment to food safety and quality.

11:45 am – 12:30 pm **Competing for the New Consumer: Private Brands vs. National Brands**

With the increase in private brands sales, and the change in direction companies are approaching on how to sell private brands, is it time to market them like the national brands? Better yet, is there a unique marketing approach afforded only to private brands, which combines both the private brands equity and appeal with that of the retailer who carries it?

As consumers are becoming less influenced to brand advertising, more value conscious, and discerning in their purchasing decisions, private brands are faced with a unique opportunity for growth. This session will unveil Buxton's research on consumer shopping attitudes and behaviors on private brands, and analysis of different consumer groups and strategies for targeting stores and consumers, offering insights on location and consumer-centric strategies for recruitment into private brands. It will also present a new approach to marketing that targets the exact consumers who are likely to be deciding between the national brands and the private brands as they shop.

Speaker:

*Juli Zoota, Ph.D., Director of Research, Buxton*

12:30 pm **Summit Adjourns**

Visit [www.fmi.org/events/](http://www.fmi.org/events/) for education updates

Meet with senior level executive retailers, wholesalers and manufacturers in a setting designed to help you find **innovative ways to increase profits** and **maximize opportunities** in one of the fastest-growing segments in retail today!