



## How to Reach Your Retail Potential

June 21, 2017

Calgary

8:30am-4pm

**One Time ONLY Don't Miss out!**

Register before May 19

& be eligible to win 1 of 3 - 1 on 1 consulting sessions



**Only** \$225+gst for AFPA Members  
\$275 for non members

**To Register** or for additional information email  
[melody@afpa.com](mailto:melody@afpa.com)  
or call 403.201.3657 ext. 21

### PROGRAM OVERVIEW

Designed to provide you with insights and practical advice that will help you develop or refine your retail strategy. Our insiders will pull back the curtain, and clearly explain the world of retail, and guide you towards creating the conditions for success and sustainability.

Throughout the day, we'll work through the 7 steps to reach your retail potential, along the way busting myths, sharing stories and providing valuable takeaways that help generate better sales and protect your profitability.

Areas of focus will include:

- Evolving Canadian Food Retail landscape
- Defining your Retail Role
- Assessing your Category
- Taking Score - Are You Retail Ready
- Strategic and Tactical Plan Considerations
- Retailer Specific Business Planning
- The Language of Retailers
- The Buyer Meeting
- Product Launch and Growth
- Costly missteps to avoid

Food Solutions Group is comprised of a team of national food retail specialists, that bring an insiders perspective as former retail leaders, collectively having managed all aspects of retail buying and selling for \$5 billion Canada Safeway, as well as having worked with hundreds of food manufacturers of all sizes across Canada and around the world. ([www.foodsolutionsgroup.ca](http://www.foodsolutionsgroup.ca))

**Feature Presenters:**

**John Graham:** As a former member of Safeway's executive team, John brings over two decades of food retail insights, including leading the company's buy local programs across western Canada, as well as overseeing the company's external relations, commonly that required working collaboratively on industry issues with Canada's top grocery retailers.

**Maurice Allard:** A 30+ year veteran of the grocery industry, Maurice worked his way up to become the most senior executive member of Safeway's produce department across Western Canada, responsible for all marketing and sales.

Maurice has directly worked with thousands of suppliers across multiple departments, and developed and directed award winning strategies that have helped hundreds of locally sourced suppliers reach their full market potential.