

# C.A.R.T. 2018

A SKUFood Live Event

Get more of your products,  
in more shopping carts,  
more often.

SEPTEMBER 25, 26 & 27  
ALT HOTEL, HALIFAX AIRPORT, NS

A unique event where you will work ON your business. This experience is created exclusively for suppliers in the food industry.



Do you have  
Alignment  
with retailers?

How well do you  
understand your  
Consumer?

Have you achieved  
the triangle of  
Trust between  
Consumer, Supplier  
and Retailer?

Is your Retail plan  
innovative and  
effective?

SKU  
FOOD

## MEETING AGENDA ALT Hotel Halifax Stanfield International Airport Halifax, Nova Scotia September 25-27, 2018

### Tuesday, September 25, 2018

- 5:00-7:00pm Registration Open  
Main Floor, Ballroom Foyer
- 7:00-8:00pm **Wine and Cheese Reception**  
“Explore what is in our Shopping Cart”  
Main Floor, Ballroom Foyer
- 8:00pm **A Conversation with Mike Sutton** - Entrepreneur/Inspirational Speaker  
“Pushing you and your Business up the Mountain of Success.”  
Mike is a prolific mountain climber, having summited Mount Everest  
Main Floor, Ballroom

*Evening networking and socializing in the Lounge, Main Floor*

## **Wednesday, September 26, 2018**

7:00-8:30am Registration Open, Ballroom Foyer

7:30-8:30am Breakfast served in the Ballroom

8:30am-12pm ***Consumers***  
**Shelley Balanko – “The Future of Food”**  
Main Floor, Ballroom

- **Learn:** Shelley shares with you **emerging food & beverage trends** that should be on the radar screen of every food supply business for 2019
- **Apply:** She will take you through an exercise that will **challenge you to connect** the trends with your business opportunity
- **Question:** In the open discussion Shelley will share answers to all those nagging consumer food and beverage trend questions so you are prepared to push your business over the top in 2019

10:15-10:30am Morning Break, Ballroom Foyer

Noon-1:00pm Lunch served in the Ballroom

1:00-4:30pm ***Alignment***  
**Peter McLaughlin – “Alignment with Retailers”**  
Main Floor, Ballroom

- **Learn:** Peter shares his **expertise and stories** to give you a **rare insider’s look** into the minds and the world of retailers. Understand your customer’s wants and needs, and how to align your products to sell more
- **Apply:** He will take you through **practical examples** of how you can align your products and your business with your customer to maximize your opportunity
- **Question:** In the open discussion Peter freely answers your questions and shares his experience to help you put more products in more shopping carts, more often

2:45-3:00pm Afternoon Break, Ballroom Foyer

4:30-5:30pm Free time. Rest and refresh before departing for dinner

5:30-9:30pm **Dinner, “A Kitchen Door Food Experience”**  
Group travel to Bedford, NS

*Evening networking and socializing in the Lounge, Main Floor*

## **Thursday, September 27, 2018**

7:30-8:30am Breakfast served in the Ballroom

8:30am-12pm

### ***Retail plans***

#### **Toni Newman – “Innovative Retail Plans”**

Main Floor, Ballroom

- **Learn:** Toni will challenge you to turn traditional touchpoints such as promotions, coupons, demos, signage and more into **innovative consumer experiences** that will not only increase brand awareness but also influence more consumers to choose more of your products in more stores more often
- **Apply:** Toni will provide you with the strategically innovative tools and techniques that have helped both Toni and her clients **differentiate** themselves from their competition and drive **significant growth** in their businesses
- **Question:** In the open discussion Toni will answer those nagging innovation questions and motivate you to be more in 2019

10:15-10:30am Morning Break, Ballroom Foyer

Noon-1:00pm Lunch served in the Ballroom

1:00-4:00pm

### ***Trust***

#### **Speaker Panel – “Building Trust”**

Main Floor, Ballroom

- **Learn:** Shelley, Peter and Toni will return to help you apply everything that you have learned about consumer trends, customers and your retail plan to create your own triangle of trust
- **Apply:** We will start with your own definition of trust, so you can build a model that works for your business
- **Question:** We wrap up the event with a final open and honest discussion to answer any remaining questions to apply CART to your business so 2019 will be your best sales year ever

2:45-3:00pm Afternoon Break, Ballroom Foyer

4:00pm Meeting Adjourned