Food Marketing Conference, 2016- Advertisers

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Daymon Worldwide is dedicated to providing our clients with comprehensive services designed to create, build, and accelerate their brands sales.

Our nearly 45 years of global partnership with more than 100 leading retailers and a supplier network of 6,000 companies has produced more than 1,700 brands and 165,000 products across 14 channels of trade.

Our mission to deliver unique solutions that achieve differentiation, drive profitable growth and win customer loyalty is fueled by a network of more than 39,000 retailer leaders with expertise in five key areas of business:

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KeHE attracts highly effective individuals with a passion for helping our business partners succeed. We operate in that critically important space between manufacturers and retailers, and our people are focused on both groups achieving their goals. Whether we’re involved in demand planning, inbound freight consolidation, delivery route optimization, retailer category reviews, or speed-to-shelf for new items, the KeHE team has the best and brightest personnel supporting your objectives.
WE ARE CARING, DETERMINED, & FAITH-FRIENDLY. WE GIVE 10% OF PROFITS TO THE LESS FORTUNATE. WE SERVE TO MAKE LIVES BETTER.
Kroger is proud to bring the best of Michigan to our customers. **We carry over 1,000 Michigan Made products**, plus locally grown fresh floral and produce, brought to you at the peak of freshness from right here in our home state.

Best of all, when you buy Michigan Made products, you support our community and our economy. **We invite you to shop Kroger and show your Michigan pride!**
Kroger is proud to bring the best of Michigan to our customers. We carry over 1,000 Michigan Made products, plus locally grown fresh floral and produce, brought to you at the peak of freshness from right here in our home state. Best of all, when you buy Michigan Made products, you support our community and our economy. We invite you to shop Kroger and show your Michigan pride!

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SERVICE DOESN’T STOP just because you’re outside our doors.

At Kroger, we think of ourselves as more than just your neighborhood grocer. We think of ourselves as your neighbor, and we have been serving Michigan for more than 100 years, beginning in 1909. And with over 19,000 dedicated associates committed to the diverse Michigan communities in which they live and work, Kroger is proud to support events for charitable groups, health organizations, educational initiatives and more.

The Kroger promise – to help our communities grow and prosper.

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Congratulations students

You’re on the go, tech savvy young professionals! The traditional ways of working and learning don’t fit your needs. At Learning Evolution we can help you as you grow in your career and provide you the tools to Skill UP!™

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Our courses are customizable, mobile ready and meet global dynamics.

A framework for onboarding success!

Prepares new team members or new hires to onboard successfully. This framework applies a building foundational skill approach with application reinforcement challenges to guarantee capability and retention. Flexibility and online delivery provide a cost-effective and friendly way to take category management and shopper insights eLearning to the next level.

**At Learning Evolution, we teach the art of how to articulate insights effectively, which in turn helps you compel your audience to take action!**

At Learning Evolution, working with our learners to help them gain insights on shopper behavior is our top priority. We focus on the shopper sciences to help you turn data and analytics into actionable insights to drive better results!

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We believe that our growth is a direct result of yours.
A career with us means joining a family of over 65,000. It means always having someone to count on. It means building professional relationships. And most importantly, it means making new friends.

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With a targeted focus on your shopper, PepsiCo drives growth.
engage
your priority shoppers.

convert
your priority shoppers.

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Your career starts here.

When you come to work for SpartanNash, you’ll find your purpose at a company that sets no limit on what you can achieve. There’s plenty of opportunity here to make a positive impact on our your future — and ours. SpartanNash:

- Is the Country’s fifth largest food distributor with over $8 billion in annual revenue and more than 10,000 associates
- Is the largest food distributor serving U.S. military commissaries and exchanges in the world, in terms of revenue
- Operates 20 Distribution Centers covering more than 40 states
- Owns and operates more than 160 retail food stores
- Supplies product to more than 1,900 independent retailers

Our associates are our greatest assets.

Our diverse job opportunities range from retail management to IT to Marketing. We inspire our associates by:

- Creating a positive, innovative work environment
- Providing opportunities for professional and personal growth starting with internships in multiple fields
- Offering competitive compensation including benefits like:
  - On the job training
  - Continued education and work tools
  - 401(k) with company match
  - Healthcare and life insurance
  - Employee resource groups
  - Worksite wellness program
  - Associate discounts
  - And so much more!

We are looking for you.

At every level of the company we are looking for associates who have the passion, commitment and leadership to keep us moving ahead. If you’re a forward thinker, innovator and have that entrepreneurial spirit, we need to put our heads together. To look for job opportunities and learn more about SpartanNash, visit:

SpartanNash.com/careers

Our vision is to be ... A best-in-class business that feels local, where relationships matter.
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Be part of our purpose… bringing families together for memorable meals and moments.

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Winning Together, Now More than Ever

At P&G, working with our customers to delight shoppers is our top priority. We remain committed to cultivating a deep collaboration to grow categories with meaningful innovation, leading brands, broad capabilities and superior service.

Through our partnership and people we can…

Touching lives, improving life. P&G™
Congratulations to Western Michigan University Food Marketing Program and your long-standing partnership with the Kellogg Company.

This calls for a celebration!
Do you want to sell for one of the top-rated companies in America?

Consider a career with Hormel Foods

Here are examples of leading brands within our portfolio.

Hormel Foods was founded in 1891 as a small retail store in downtown Austin, Minn., and has thrived for more than 120 years by following two principles set forth by our founder, George A. Hormel.

✓ Consumer and customer needs should drive product development.
✓ A high-quality company can be built only by high-quality employees.

The company is a Fortune 500 company with more than 19,800 employees worldwide and annual sales of more than $8 billion. We are recognized by Experience Inc. as one of the Best Places to Work for Recent Grads, by Selling Power magazine as one of the Best Companies to Sell For, and by Corporate Responsibility magazine as one of the 100 Best Corporate Citizens. Join our tradition of excellence by visiting us at www.hormelfoods.com/careers/.

To watch a day in the life of a Hormel Foods salesperson, visit:
Consumer Product Sales — www.hormelfoods.com/cpsdayintheife.aspx; and
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WOW THEM WITH CHOICES & BE A PART OF $1.4B GROWTH POTENTIAL OPPORTUNITY BY 2020¹

DELIGHTFUL VARIETY
New ways to enjoy your favorite brands.

Sources: ¹Kantar Retail Dollar Sales Projections from 2012 through 2020 © Mondelēz International group
Create the most profitable space in your store with Outerwall.

Your customers want a better shopping experience. You want to increase your bottom line. Outerwall™ delivers exciting products and services for shoppers—and more foot traffic and profit for you. We bring the post-register zone to life with inventive retail services like Redbox® entertainment, Coinstar® coin-counting kiosks, Coinstar™ Exchange gift card exchange kiosks, and instantly rewarding ecoATM® smart device recycling stations. Even better, you don’t have to do a thing—or pay a cent—to get up and running.

Put Outerwall to work for you. Find out more at outerwall.com
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The Coca-Cola Scholars Foundation helps more than 1,400 students a year by awarding millions of dollars in scholarships. And we think you deserve a lot of the credit. That's because if you've enjoyed one of our products in the last 24 years, you've made it possible for us to support some of our nation's most promising students and future leaders. It's just another thing we're all doing to help make the communities we live in a little bit better. To learn more about what we're doing and why we're doing it, join us at livepositively.com.

Our success is measured in degrees.

Serving large-scale retail centers with high-quality potted plants and cut flowers throughout several states including: Michigan, Wisconsin, Illinois, Indiana, Ohio, Kentucky and Missouri.
Our success is measured in degrees.

The Coca-Cola Scholars Foundation helps **more than 1,400 students a year** by awarding **millions of dollars in scholarships**. And we think you deserve a lot of the credit. That’s because if you’ve enjoyed one of our products in the last 24 years, you’ve made it possible for us to support some of our nation’s most promising students and future leaders. It’s just another thing we’re all doing to help make the communities we live in a little bit better. To learn more about what we’re doing and why we’re doing it, join us at [livepositively.com](http://livepositively.com)
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CELEBRATING LIFE, EVERY DAY, EVERYWHERE, RESPONSIBLY.
Identify Once, Engage Anywhere

Every consumer has their own unique set of buying behaviors, or BuyerGraphics™. It’s our insights into a shopper’s purchase behavior that enable Catalina to personalize the consumer’s path-to-purchase through mobile, online and in-store networks by leveraging the evolving purchase history of more than three-fourths of American shoppers.

Engaging the Selective Shopper Study
Visit catalinamarketing.com to download your copy of the study and discover how Catalina can help retailers and brands understand shoppers and engage them across multiple channels, inside and outside of the store. Or call 1-877-210-1917 to learn how you can start influencing your customer’s path-to-purchase and drive lift and loyalty for your brand.

@catalina
Why do the top consumer packaged goods brands choose Acosta? Because we deliver integrated sales and marketing solutions that drive superior results. As the industry leader, we offer strategic insight, essential expertise, unparalleled coverage, and the most innovative technology. Our ultimate goal? To act as an extension of our clients’ teams, deploying our resources to help them achieve superior results for their brands.

www.acosta.com
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www.acosta.com

Our resources. Your results.

Let Acosta make your sales and marketing vision a reality.

TOGETHER, LET'S MAKE A #BRIGHTFUTURE

brightFuture.unilever.us

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get engaged.
resources to support NGA retailer members.

COMPLIANCE & ADVOCACY
As the voice of the independent grocer in Washington, D.C., NGA works to advance the independent supermarket industry before policymakers through effective and credible representation. Our grassroots efforts make it easy for you to connect with your elected officials and tell your story.

EDUCATION & EVENTS
Focused on the continued development of educational opportunities, resources and tools developed by independent grocers for independent grocers. From our weekly webinar series to white papers and in-person events, we make it easy to learn how to drive profits and improve your operation.

SHARE GROUP INITIATIVES
Providing opportunities for groups of non-competing retailers to problem solve, idea swap and help each other with operations, finance, technology, succession planning and more.

Contact us to learn how to make the most of your NGA membership and get your staff ENGAGED today.

Tom Dozier, CMP
Director, Member & Data Services
703.516.8832
tdozier@nationalgrocers.org

www.nationalgrocers.org
WMU Graduates come explore our Early Career opportunities to learn more go to www.nestlewaterscareers.com
Abbott Nutrition is a proud sponsor of the Western Michigan University Food Marketing Conference

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There is so much to love about ginger!

Out of our passion for ginger we have revived a unique ginger beer (ale) brewing process that predates modern soft drink technology. We brew using the finest fresh ginger root, fruit juices, spices and herbs. Our Ginger Brews have won numerous gourmet awards and are the #1 selling soft drinks nationwide in the gourmet and natural food industry.

Reed’s Stronger Ginger Brew recipe is 50% stronger than our Reed’s Extra Ginger Brew. Our recipe uses the finest fresh ginger root (39 grams per bottle), exotic spices, raw cane sugar, honey, pineapple, lemon and lime juices.

Our Ginger Brews are GMO Free, Preservative Free, Caffeine Free, with No artificial anything!

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where’s your Free-From section?

100M² consumers shop for Free-From products

$102³ Free-From basket vs. $46 avg. basket

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THE NEXT GENERATION OF INDUSTRY LEADERS

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We’re actively recruiting in all regions across the U.S. for a wide range of opportunities including:

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Explore the personal development opportunities, international presence, state-of-the-art benefits and most of all, the inspiring work that makes Bayer a truly unique employer.

Bayer is an international science-based company that is inspired to impact the future and improve the way people live in our world. As a global corporate citizen, we make every effort to contribute to society with innovations that improve life now and in the future. As part of the Bayer team, you are empowered to find answers to questions addressing the great challenges of our time, and make a tangible impact with your ideas and solutions.

Passion to innovate | Power to change

To find out more, visit career.bayer.us
Martin’s Super Markets originated in South Bend, Indiana, and has remained a locally owned and operated grocery business since it started in 1947. Now with 22 stores in Indiana and Michigan, we have a strong belief in friendly service, a commitment to great selection and prices, and a clean store – all of which makes Martin’s a great place to work and shop.

“Count On Us.” These words are more than just a slogan to us. We only hire the best... and in return, our employees can “count on us” to provide the best, most competitive benefits package, with the opportunity for advancement.

TO EXPLORE CAREER OPPORTUNITIES, APPLY ONLINE AT WWW.MARTINS-SUPERMARKETS.COM

WE ARE A family.

Martin’s Super Markets originated in South Bend, Indiana, and has remained a locally owned and operated grocery business since it started in 1947. Now with 22 stores in Indiana and Michigan, we have a strong belief in friendly service, a commitment to great selection and prices, and a clean store – all of which makes Martin’s a great place to work and shop.

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WE ARE A family.
What 99% of America’s kitchens have in common.

At ConAgra Foods, we’re proud to be found in 99 percent of America’s households and at the world’s most popular restaurants. Our brands are in just about every aisle of the grocery store and on just about every shopping list. But we’re especially proud to be on your shopping list. At ConAgra Foods, we love to make the food you love.

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WE PUT EVERYTHING WE ARE INTO EVERYTHING WE DO.

For more than two decades, we’ve helped guide our clients through a complex, always-changing marketing environment with consistently great ideas, regardless of medium or format. We’re proof that when you pour every ounce of energy and creativity into your work every single day, good things happen.

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We are part of the community. We live, work, and play in neighborhoods where we do business. Putting people first—our customers, employees, suppliers, and their families—is part of our culture. It’s the only way we know how to work.

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Accept payments the way your customers prefer to pay - credit, EBT, PIN Debit, third party gift cards, checks and eWIC*

Grow your business with a payments processing provider that has over two decades of experience in your industry.

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Not able to stop by or want more details?

**Nenif Michael** | nenif.michael@worldpay.us | 773.571.6327

* Status of eWIC certification varies by state. Ask your Worldpay Account Executive for details to ensure availability in your state.

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Melitta’s indulgent gourmet coffee can be found in local grocery stores and is served in restaurants right near you. Our filter paper is an international and local favorite, and our other products such as our new Café de Europa™ single serve gourmet coffee can be found in local and national retailers.

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Our Full Range of Services for Consumer Packaged Goods Manufacturers Sets Us Apart.

At Alliance Foods, we have been delivering value to our clients since the 1920s. Today, we are a 100% employee-owned company that is a leader in both the food and non-food consumer products industries, with divisions that service every aspect of the consumer packaged goods manufacturing business cycle.

We offer a unique combination of experience, skills and services that include product sales, packaging development, supply chain management and logistics, as well as in-store merchandising services. All of which makes us uniquely qualified to grow your sales, while also offering opportunities for operating efficiencies. **Find out more today at alliance-foods.com.**
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certain achievements open everyone’s eyes.

Congratulations to Western Michigan University on the leadership you display with your food marketing program.
Imperial Beverage is a long-standing member of the Michigan beverage distribution community. With 280 employees and three locations in Kalamazoo, Livonia, and Traverse City, Imperial provides statewide coverage that serves every Michigan County, every week, all year long.

We are significantly involved in the communities we serve, and are pleased to be a proud sponsor of the 2016 Food Marketing Conference.
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IRI gets clients beyond what information and insight reveal to shed light on what it can mean for their business’ future. Because that’s how real evolution takes shape. Let us help move you forward at IRIworldwide.com
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  (7 to 14 day turnaround)
- No Delivery Fees!
- Product Selection and Variety!
- Minimal Fuel Surcharge
- Low Minimum Orders
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“Wherever humans gather there will be chaos and conflict.”
- Sun Tzu “The Art of War”

“You see? Group projects have plagued humankind since 496 BC. Any WMU student who’s been part of a group project can relate to Sun Tzu’s quote. Unfortunately, the chaos and conflict doesn’t change from the classroom to the office. My job is to help many of the companies here today build better business relationships, leading to mutually beneficial results. The lessons I learned in the Food & CPG Marketing Program at WMU played a pivotal role in my success at the Advantage Group.”

Joel Hickson, Western Michigan Alum
U.S. Client Service Manager, The Advantage Group
HERE'S TO AN INCREDIBLE START.

On your mark...

Get set for an amazing future. CROSSMARK congratulates the graduates of Western Michigan University’s Food/CPG Marketing Program. Stay dedicated, motivated, and focused. There’s no limit to what you can achieve.

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Training, Experience, Dedication, Union.
**What is it?**

Food Stretcher Plus is a unique marketing program which extends your promotions dollar to shoppers participating in food assistance programs (SNAP, WIC and unemployment) and who are low to moderate income shoppers (LTM). These consumers (represents over 70 billion dollars nationally) typically spend a higher percentage of their income on food yet are difficult to reach with FSI coupons and/or traditional coupon marketing promotions.

**How does it work?**

- We distribute program offers directly to this segment through participating social services and government organizations including churches, food banks, pantries, SNAP and WIC Offices etc.
- Consumers present their offers at participating retailers at the time of purchase
- Our proprietary Food Stretcher Plus software verifies the item purchased against available offers and issues the discount immediately to the consumer

**What’s the value?**

- POS verified purchase of participating items requires correct purchase to receive offer
- Shoppers are incented to choose participating brands over competitors
- Promotes your brand to consumers who have purchasing power which can only be used on grocery items yet have choices as to specific items to be purchased
- Expected average redemption of approximately 4% better than FSIs or digital

**Benefits of pilot participation**

- Preempt competition – right of first refusal for your category guaranteed for all 2016 cycles
- Guaranteed participation cost for 2016
SpartanNash Graphic Services Specializes in Design and Printing for the Food Industry

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How can we help you?
Call (616) 878-2686 or visit www.spartangraphicservices.com