2016

Food Marketing Conference, 2016- Advertisers

Haworth College of Business

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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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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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Daymon Worldwide Companies provide exciting career opportunities across the globe that allow you to build on your area of expertise, learn new skills, strengthen your collaborative and partnership techniques, and achieve career advancement.

We’re always seeking innovative thinkers with a passion for making a difference.

OUR EXCITING CAREER OPPORTUNITIES CAN BE FOUND AT WWW.DAYMON.COM/CAREERS
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!**

© 2016 The Kroger Co.
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!

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.
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!™

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

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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!
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.

Find opportunities in merchandising, marketing, manufacturing, operations, supply chain, logistics and product development at jobs.meijer.com

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.

Find opportunities in merchandising, marketing, manufacturing, operations, supply chain, logistics and product development at jobs.meijer.com
With a targeted focus on your shopper, PepsiCo drives growth.
identify growth opportunities with your shoppers.

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

engage your priority shoppers.

convert your priority shoppers.

engage 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:

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Our vision is to be ...
A best-in-class business that feels local, where relationships matter.

Our Core Values: Customer Focus • Innovation • Patriotism • Teamwork
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SEAT
AT OUR
TABLE

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:¹ Kantar Retail Dollar Sales Projections from 2012 through 2020
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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
The Ernest & Julio Gallo® Winery is proud to be named Category Captain for the Wine category 15 years running.

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WESTERN MICHIGAN GRADUATES!

MAY YOU DISCOVER THE SPARK THAT WILL IGNITE YOUR CAREER!

careers.advantagesolutions.net/job-types/ace-program
ELEVATING life WITH EVERY GLASS RAISED
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.

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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.
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.

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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

Unilever is a proud supporter of Western Michigan University.
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
THIRSTY FOR MORE?

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

A family of brands with a common dedication: Helping people live healthier lives
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!
Free-From category exceeds $3.9B

where's your Free-From section?

100M consumers shop for Free-From products

$102 Free-From basket vs. $46 avg. basket

ENJOY LIFE PRODUCTS ARE ALWAYS FREE-FROM

gluten, wheat, dairy, tree nuts, peanuts, egg, soy, fish & shellfish

#eatfreely  enjoylifefoods.com
Free-From category

$3.9B

1 consumers shop for Free-From products

100M

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

$102

3 gluten, wheat, dairy, tree nuts, peanuts, egg, soy, fish & shellfish

ENJOY LIFE PRODUCTS ARE ALWAYS FREE-FROM
CONGRATULATIONS TO
WESTERN MICHIGAN UNIVERSITY
BRINGING FOOD & CPG PARTNERS TOGETHER TO INSPIRE
THE NEXT GENERATION OF INDUSTRY LEADERS

Campbell Soup Company is a proud sponsor of the Western Michigan University Annual Food Marketing Conference 51st Anniversary!
Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At Bayer you have the opportunity to be part of a culture where we value the passion of our employees to innovate and give them the power to change.

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

- Logistics & Supply Chain
- Marketing & Sales

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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.

WE ARE A family.

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we make everyday life better, every day

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When you choose a career at Aunt Millie’s, you’re choosing more than just a job. You’re joining a family business that has been baking Midwestern favorites for more than 100 years. We will provide you with the ingredients you need to succeed, including competitive pay, great benefits and opportunities to take your career as far as you want to go.

AuntMillies.com
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.

www.vml.com
Everything you need to make something beautiful.

Every morning, your bakery makes the world a better place for your customers, your employees and your family. That’s why, for three generations, Dawn has been the supplier bakeries count on to deliver the depth of experience, the quality of ingredients and all the business tools needed to make everything turn out beautifully.

See why 90 years in the business makes all the difference for your bakery.
Visit DawnFoods.com or call 800.248.1144
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2014 World Class Dairy Champions
Congratulations Food/CPG Marketing Program graduates!
We provide the right products at a compelling value, including high quality & local selections.

Fresh CAREERS start with Jewel Osco®

117 years old & over 32,000 employees strong.

At Jewel-Osco, thinking & acting like owners makes our company a great place to work.

#1 Grocer in Chicagoland with 185 stores.

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Equal Opportunity Employer
Gordon Food Service is North America’s largest family-owned foodservice distributor. Our mission is to serve our customers by treating them like family. We treat them and our workforce the same way. That’s because we depend on our people to make connections that drive success for our customers and our company.

Our Story

Experience
Join a team supported by the expertise built on more than a century in the foodservice business. Every day, we strive to help thousands of businesses in hundreds of communities make their work easier and serve their customers better.

Gordon Food Service Stores
Because they want to make every meal memorable, customers rely on our well-stocked stores to have the products they need, exactly when they need them. That includes emergencies between deliveries and special needs before the big party.

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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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- **Seamless integration**: Worldpay has teamed up with the supermarket industry's premier integrated application suppliers
- **Security**: End-to-end encryption and PCI DSS support programs are available to help you protect your business

Speak with a Worldpay Account Executive about the needs of your business at the 2016 Food Marketing Conference

Not able to stop by or want more details?

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

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From around the world

to around the corner.

At Melitta, we celebrate our international heritage, but it is our hometown roots that keep us proud to be a part of the communities we serve.

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.

For more information on the Melitta international indulgence, please visit us online.
LITEHOUSE® has a fresh new take on salad dressings!

A 100% employee owned company
Proud sponsors of Western Michigan University Food Marketing Conference.

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Making Great Products Is Your Expertise...

Growing Your Business Is Ours.

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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FOOD/CPG MARKETING PROGRAM

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Passionate People, Praiseworthy Product.

We are very proud of the quality of our people and the products we produce. If you’re interested in learning more about us or our premium dairy product line, call one of our awesome area representatives at 800-748-0480.

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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.

nielsen
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.
Pinpoint what matters. Illuminate where it can take your business.

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
COUNT THE WAYS OUR SERVICE ADDS UP!

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• Minimal Fuel Surcharge
• Low Minimum Orders
• Many items available in Case and Each picks

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Contact our Grand Rapids Distribution Center to learn more about our products and programs and what they can mean to YOUR BOTTOM LINE!

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Altria proudly supports the

WMU
Food & CPG
Marketing Program
“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

Established in 1988, Advantage has pioneered the concept of business relationship benchmarking. Our programs have become the industry standard for measuring business relationships in the Food and CPG industry in North America, Latin America, Europe, and Asia Pacific.
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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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
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