

WHAT'S IN  
STORE  
20  
26 Live!



# WORKSHOP STAGE SCHEDULE



LIVE inside the What's In Store Live Booth #2170.  
Back of Expo Hall.

Sunday, June 7			
	Presenter	Company	Title
11:15 AM	Jonna Parker, Principal II, Fresh Foods Client Insights Group	Circana	Stop Chasing Trends & Understand Consumers: Metrics that Matter in the Era of Digital & AI
12:00 PM	Federico Bolla, Director, Brand & Experiential Strategy	Consorzio del Parmigiano Reggiano	Parmigiano Reggiano 101: History, Handling, and High-Impact Merchandising
12:45 PM	Suzy Badaracco, President	Culinary Tides, Inc.	Hybrid Meals, Deli Edition: Helping Shoppers Cook Less Without Guilt
1:30 PM	Matt Schreffler, Sales Director	Datassential	How Winning Teams Are Using AI for Dairy, Deli & Bakery
2:15 PM	Mike Sadler, Business Development Manager	Forever Cheese	Premium for the People: Top Shelf on Every Shelf
3:00 PM	Colleen McGinnis-Ritter, Senior Director - Emerging Brands	NIQ	How Health and Wellness Is Changing Consumer Demand for Bakery, Deli and Dairy Products
3:45 PM	Clara Hedrich, Owner	Presenture / Calanna	Goat Charcuterie, New Protein Source, How It Affects the Goat Cheese Industry
4:30 PM	Luke Abbott, Founder & CEO	Vdriven	The Future of the Deli: How to Make Service Counters Relevant for the Modern Consumer
Monday, June 8			
	Presenter	Company	Title
11:15 AM	John DuBois, Vice President Fresh Foods United States	Acosta Group	Rising Together: How Brand & Private Label Synergy Drive Growth in Fresh Prepared Foods
	Kathy Risch, Senior Vice President, Shopper Insights & Thought Leadership		
12:00 PM	Eric Dell, President and CEO	American Bakers	Bakery Playbook - Navigating Consumer Trends
1:30 PM	Evan Inada, Charcuterie/ Partnerships Director	Columbus Craft Meats	The Rise of Mocktails and Experiential Food Expressions Surging as Late-Night Fuel for Gen Y's Entertainment
2:15 PM	Miri Eliyahu, Senior Consultant - Product	Euromonitor Intl	Top 5 Ingredient Trends Shaping the Future of Food
3:00 PM	Kat Shanahan, Vice President of Marketing & Membership	IDDBA & Tops Markets	Live from What's in Store Live
	Karri Zwirlein, Director of Bakery, Deli, and Prepared Foods		
3:45 PM	Nick Lenzi, Senior Vice President of Marketing	Lipari Foods	Capitalizing on the Growth of Global Cuisine
4:30 PM	Lasheeda Perry, Owner & Pastry Chef	Queen of Flavor	The Power of Flavor: Turning Taste Into a Brand Experience
Tuesday, June 9			
	Presenter	Company	Title
10:15 AM	Ron Tanner, President	Food Export Midwest/Northeast	Build Your Export Sales at the IDDBA Show