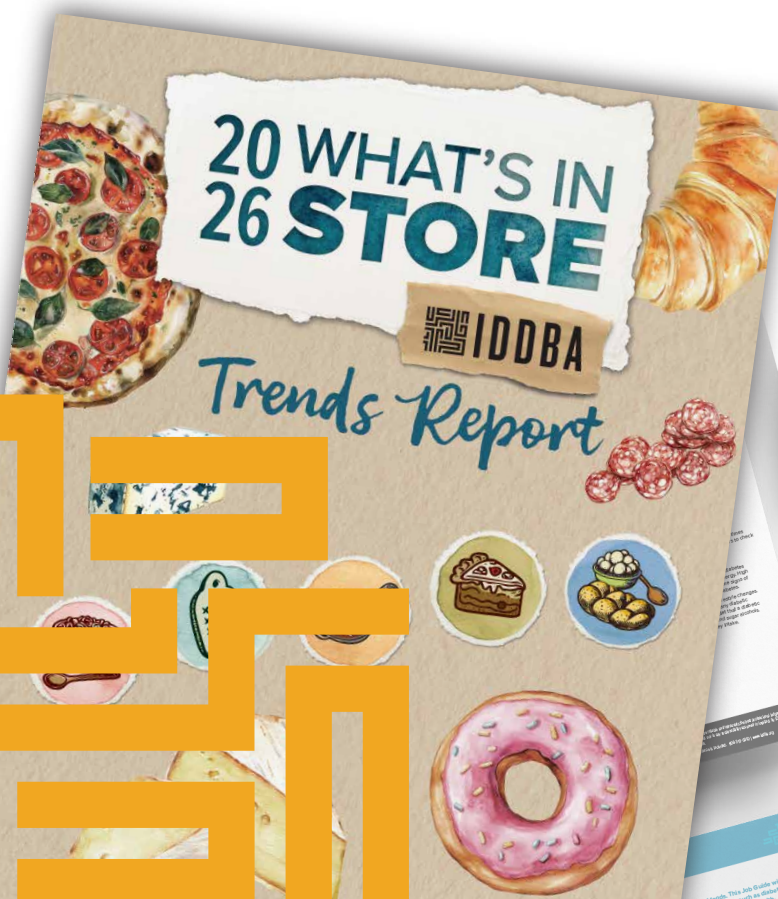




BENEFITS INSIDE

ADVANTAGE ► MEMBERS





WELCOME TO IDDBA – GET STARTED!



UNLOCK YOUR BENEFITS...

Follow the steps below to add your personal contact information so that we can begin delivering benefits information including dairy, deli, bakery and late-breaking industry initiatives!



HERE'S HOW

1. SIGN IN

Visit iddba.org and click 'Log In'. After you log in, choose 'Account'

Username: Email Address

Password: Known VIP number or created password

Having login problems? Call us at 608-310-5000 or email membership@iddba.org

2. ADD CONTACT INFO

Add your information under the 'My Account' tab in the member portal.

3. INCLUDE COMPANY INFO

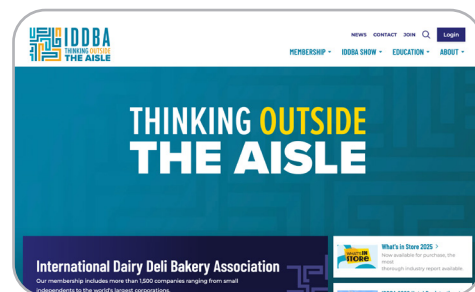
Member or exhibit contacts can add their company information. Enter company information under 'My Account' tab and locate the 'My Company' tab.

Include employee information by choosing 'Click here to view the contacts associated with your Company' tab. You can edit this information at any time.

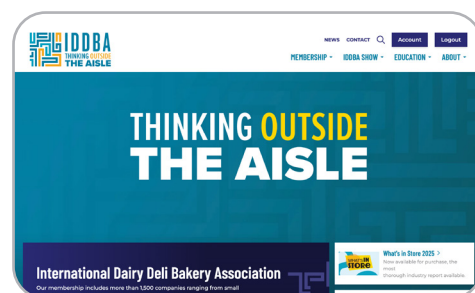
To choose product categories for your company, choose the 'Edit My Company Information' tab and locate Categories at the bottom of the page. Include these so other members can easily find your company.

4. MORE

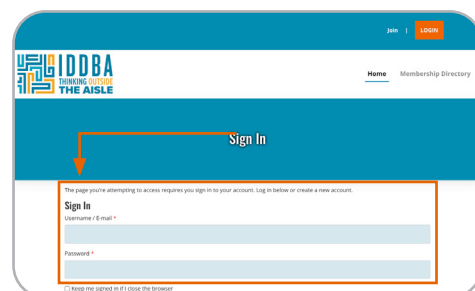
- View when your membership expires under 'My Company' tab
- Pay and view company and individual invoices by clicking 'Invoicing'



Visit IDDBA.org, and Login!



Visit 'Account'



Add your information!

AND YOU'RE READY TO BEGIN REAPING THE BENEFITS!



IDDBA BRINGS YOU 52 WEEKS OF EDUCATIONAL WEBINARS!

Presenting actionable concepts and relevant consumer insights for dairy, deli, and bakery in retail and beyond!

These topics and more are covered throughout the year in our popular Webinar Series.

MEMBERS ONLY get year-round, on-demand access to our full library!

SEVERAL MONTHLY WEBINAR OPTIONS THROUGH THE YEAR!

Up to 3 webinars per week, every month, covering relevant industry topics, data and trends including:

- Industry Research
- Consumer Trends
- Sustainability
- Regulatory
- Product Demos and Sampling
- Retail Associates best practices, and much more!

For more information on webinars, scan this:



"Thank you IDDBA team – I really enjoyed the historical, species and geography lesson on this meat topic – now I have a greater understanding of the category – really helpful!"

– Tony Cimilino, CMO
Golden West Food Group





WHAT'S IN STORE!

The most comprehensive, continually updated research report available for our industry! And it's always available **ONLINE** to our members!

This is the essential resource for dairy, deli, and bakery professionals!

So much information – from consumer insights to industry trends, sales data and much, much more!

2026 WHAT'S IN STORE

IDDBA

Trends Report

DAIRY FLAVOR TRENDS

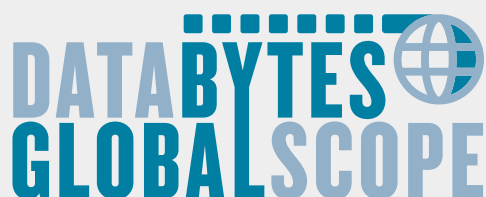
From Traditional To Tantalizing:
How Flavor Boosts Dairy
Lisa Jackson

FlavorSum

THE MODERN BROKER: RECLAIMING RESPECT BY GIVING IT

The Modern Broker: Reclaiming
vdriven®

IDDBA



Plus, introducing DataBytes | GlobalScope! From global coverage across 12 countries to in-depth data on baked goods, dairy, ready meals, and foodservice, this interactive tool is your window into market trends, growth forecasts, and subcategory breakdowns.



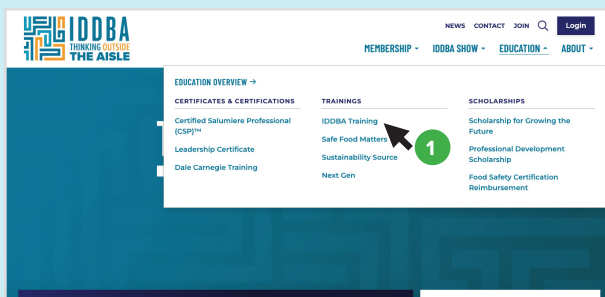
FOR IDDBA MEMBERS, DEVELOPMENT OPPORTUNITIES NEVER END!

DISCOUNTED LESSONS, CERTIFICATION OPPORTUNITIES, TRAINING PROGRAMS AND MORE!

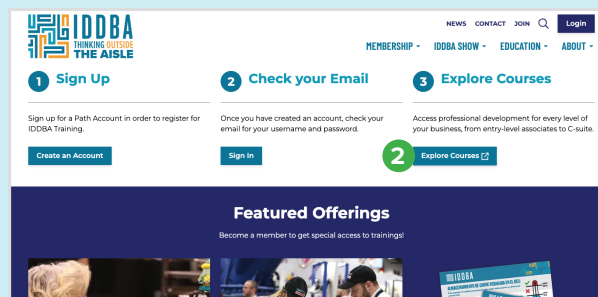


The new IDDBA Training site has been developed to provide accessible materials and opportunities for professional development. With offerings for all levels of retail and supplier associates, the ability to learn and grow within current positions as well as prospective careers has never been more convenient. **Use this simple guide to find the materials and resources that fit your career objectives.**

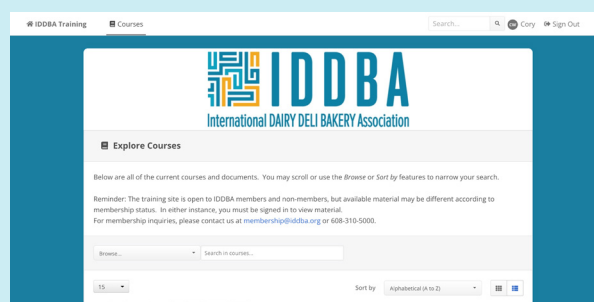
- 1 Visit the IDDBA website at iddba.org, select **Education** on the main navigation, drop down and select **IDDBA Training**



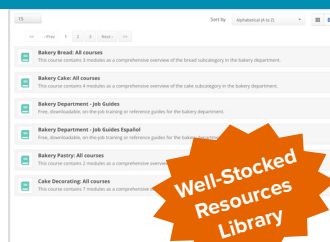
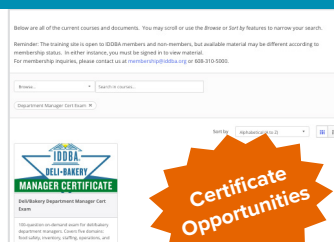
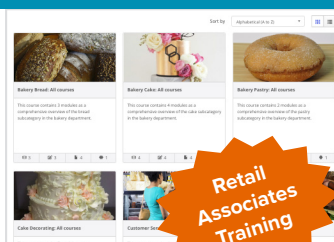
- 2 Follow the steps, and once you've created an account, click **Explore Courses**



- 3 Once logged in, you'll go to the training site landing page.



With full access to the IDDBA Training site, here's what you'll find – and we continue to add more...





FOR IDDBA MEMBERS, A DISCOUNTED OPPORTUNITY TO BECOME A CERTIFIED SALUMIERE



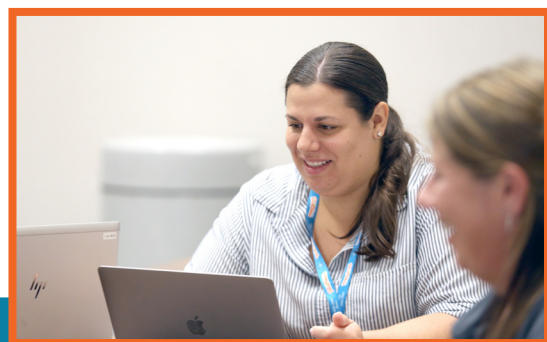
ABOUT THE EXAM:

- Written and reviewed by subject matter experts
- Recommended reading provided for exam prep
- Offered both virtually and in-person
- Certifying excellence in charcuterie product knowledge



DETAILS:

- This exam is offered by the IDDBA
- Cost: \$450 for members; \$500 for nonmembers
- Eligible exam-takers will have a minimum of 1,440 hours of paid or unpaid work experience



...it covers so many different areas of salami. It's not just about fermentation, processes of curing... It also covers the business side"

Amy Forbis, Certified Salumiere





EXPLORE OUR INDUSTRY OPPORTUNITIES, GET IN FRONT OF YOUR IDEAL EMPLOYER



Whether you're looking to find opportunities or share opportunities, **Career Connection** serves as a tool and resource to help you with your career needs to find your perfect fit.

CAREER CONNECTION



FIND A JOB

Start or continue your career in the industry and get your resume noticed by top professionals. Access resources and services to help you build and manage your career.

FIND AN INTERNSHIP

Gain valuable experience and knowledge in your area of interest with an industry internship. Grow your skills and access resources and services to enhance your potential.



POST A JOB/INTERNSHIP

Finding the right candidate for your company is easy with our career center. Access a specialized talent pool of qualified candidates, manage job postings, target your advertising, and get full resume access.





UNLOCK THE OPPORTUNITIES FOR PROFESSIONAL GROWTH!



IDDBA is dedicated to empowering people to navigate their paths towards success. Our scholarships serve as a valuable resource for individuals looking to embark on new ventures or enhance their existing accomplishments. Whether you're at the beginning of your career journey or seeking to explore new opportunities, IDDBA is here to support and inspire your professional growth.

PROFESSIONAL DEVELOPMENT SCHOLARSHIP

Offered exclusively to employees of member companies who are interested in training programs for career advancement.

What are the requirements?

- Work for an IDDBA member company
- Not be enrolled in a degree program
- Complete course with a grade of C or above or provide a certificate of completion
- Application received within two months of the completion of the course
- A short personal statement

Reimburse tuition/cost of course up to \$500 per course, and a maximum of \$1,000 annually (year runs July 1 – June 30).

GROWING THE FUTURE SCHOLARSHIP

The Growing the Future Scholarship is for current college and graduate students that work for an IDDBA member company.

How do I apply?

- Submit your application, essay, and letter of recommendation between January 10th and April 30th
- **Essay topic:** (No longer than 500 words) With over 22 million agriculture and food-related jobs, our industry offers endless career paths spanning diverse fields - from veterinarians working with livestock to logisticians distributing products to lawyers negotiating contracts. The possibilities are endless. Explore careers in the food industry and identify a specific job that sparks your interest and explain how your current education prepares you to pursue that career
- Eligible employees may receive up to \$2,000 towards tuition

FOOD SAFETY CERTIFICATION REIMBURSEMENT

Up to \$2,000 reimbursement for certification exams for member retail companies.

More information on this here...





FOR IDDBA MEMBERS, LEVEL UP WITH THESE EXCLUSIVE DISCOUNTS



Circana Partnership

In partnership with IDDBA, Circana is offering **10% (up to \$3,000) off of the first project with Circana when referred via IDDBA and validated as a member in good standing with the association.** Referral can come either directly from an IDDBA employee introducing to Circana or by completing an IDDBA specific interest form linked from Circana/IDDBA publication and/or events. Existing Circana clients and previous projects are not eligible for this discount program.



Byzzer™ by NielsenIQ

Discover the power of Byzzer™ by NielsenIQ, crafted specifically for emerging brands! At NIQ, we believe in democratizing data and making it accessible to everyone, regardless of the size of your business or budget. Gain the most comprehensive and clear understanding of shopper and market trends with Byzzer™. Exclusively for IDDBA members, **enjoy 20% off your new Byzzer™ contract*** and unlock your pathway to growth today.

*This offer is valid for new contracts and manufacturers with under \$200M in NIQ-tracked sales.

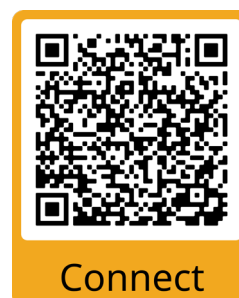
25/7 Digital Labs

25/7 Digital Labs is excited to partner with IDDBA to bring exclusive savings to members. Offering an exclusive 15% discount for IDDBA members!

25/7 Digital Labs specializes in providing cutting-edge technology solutions tailored for grocery, convenience stores, retail, and restaurants. From hardware and software to fully turn-key solutions, we're your trusted partner in driving innovation and efficiency.



25/7 Digital Labs





6 DALE CARNEGIE COURSE CATEGORIES ALL DISCOUNTED FOR OUR MEMBERS!



Dale Carnegie Partnership

IDDBA members can take this discounted opportunity to build courage, confidence, and compassion among their teams with the world-famous Dale Carnegie courses. We are excited to partner with this industry leader in professional training and development.

Category	Regular Price	Discounted
Customer Service	\$1,895	\$1,800.25
Leadership	\$8,776	\$8,337.20
Org. Dev.	\$399	\$379.05
People Skills	\$2,394	\$2,274.30
Presentation	\$2,192	\$2,082.40
Sales	\$897	\$852.15
Total	\$16,553	\$15,725.35
Member Benefit		\$827.65



EARN YOUR

IDDDBA

LEADERSHIP
CERTIFICATE

FROM THE



WISCONSIN
SCHOOL OF BUSINESS
UNIVERSITY OF WISCONSIN-MADISON
TOGETHER FORWARD®

CENTER FOR
PROFESSIONAL
& EXECUTIVE
DEVELOPMENT

Join a cross-section of industry peers who also want to develop elite leadership skills in an exciting, engaging, and interactive journey with top-ranked faculty and industry experts.



Delivered in an in-person format over the course of three days in beautiful Madison, Wisconsin.

Engage with dynamic and highly interactive instructors, and wrap up your experience with a half-day guided retail tour.

Participate in lecturettes, active discussion, small breakout teams, case studies, and individual reflection.

SCAN FOR TUITION INFO,
FULL SCHEDULE,
AND TESTIMONIALS.



“I think the investment is well worth it for so many reasons, but the opportunity to have a broad spectrum of presenters with different expertise really elevates it all...”

Cathy Strange, UW Alum



JOIN US!

IDDBA 2026

Orlando, FL | June 7 - June 9

IDDBA | 2025 FEATURED

**THOUSANDS OF ATTENDEES
MORE THAN 800 EXHIBITORS
TOP RETAILER ATTENDANCE
+WHAT'S IN STORE LIVE
TRENDS, TECHNOLOGY AND INNOVATION!**

OUR MEMBERS GET THE BEST SHOW EXPERIENCE AVAILABLE!

IDDBA members receive
HUGE DISCOUNTS!
on IDDBA 2026 Show Registration fees!

Thousands of retailers, manufacturers, and wholesalers attended IDDBA 2025, home to over 800 exhibitors, offering solutions to grow your business and reach today's consumer.



All members, regardless of industry, category or company affiliation, are the FIRST TO KNOW ABOUT:

- Show Registration Announcements
- Late-breaking Show Updates
- Member-exclusive Messaging at Show
- Hotel Reservation Announcements
- Celebrity Speaker Announcements
- Member-to-Member Networking Opportunities

IDDBA Members are our special guests at IDDBA 2026! For discounts, special announcements, and communication before, during and after the show!

WELCOME TO IDDBA, AND CONGRATULATIONS ON YOUR MEMBERSHIP! IT'S TIME TO START REAPING THE BENEFITS!



Providing an excellent opportunity to have your employees recognized in front of hundreds!

The IDDBA and Supermarket News provide this program – setting the stage for recognizing the accomplishments of individuals in the bakery, deli, foodservice/prepared foods and dairy communities.

2026 NOMINATIONS ARE BEING ACCEPTED FOR YOUR STAR EMPLOYEES AND THIS YEAR OUR EVENT WILL RECOGNIZE:

- High-performing, results-oriented retail store department directors and managers
- Senior-level business leaders (VPs or higher) demonstrating outstanding leadership
- Emerging employees who show initiative and a strong commitment in your store

**FOR THE RECOGNITION
APPRECIATION
CONFIDENCE
COMMITMENT
LOYALTY**

STORE DEPARTMENT DIRECTORS/MANAGERS • EMERGING CHAMPIONS • LEGENDARY CHAMPIONS



In 2025, we recognized 24 Champions of Change at IDDBA 2025 in New Orleans.

In 2026, we will recognize recipients in a special ceremony at IDDBA 2026 in Orlando!



**Nominations for 2026 Champions of Change open on November 3rd.
Scan this code to go to the nomination form!**

IDDBA BENEFITS AT-A-GLANCE



365 DAYS-A-YEAR

JOIN NOW!

An IDDBA membership provides 365 day-a-year value to our dairy, deli, bakery community

*Training • Certifications • Education Programs
• Industry Research and Trends Reports
• Scholarship Opportunities and Much More!*

GET NOTICED in IDDBA's

DIGITAL CATALOG

Instant, shareable, custom-branded catalog

Dynamic views of your products to increase sales!



FOOD SAFETY CERTIFICATION EXAM REIMBURSEMENT!

UP to \$2,000

- For member retail companies
- Year-round applications accepted...



More info here!

IDDBA's

CAREER CONNECTION

Find a job...

Find an internship...

Post a job or internship opportunity!



SCHOLARSHIPS!

LEARN MORE

Professional Development, Growing the Future and Certification Programs

Up to \$2,000 towards tuition!



WISCONSIN SCHOOL OF BUSINESS
UNIVERSITY OF WISCONSIN-MADISON

CENTER FOR PROFESSIONAL & EXECUTIVE DEVELOPMENT

More info here...

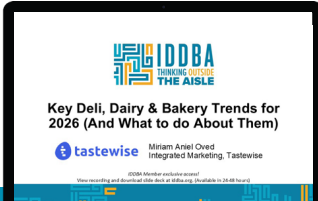

Interactive, 3-day, on-campus opportunity to earn your leadership certificate from the UW Business School!

IDDBA BRINGS YOU

52 WEEKS OF EDUCATIONAL WEBINARS!

Presenting actionable concepts and relevant consumer insights for dairy, deli, and bakery in retail – and beyond!

Check it out!





Each year, the IDDBA provides cheese mongers, cheese connoisseurs, subject matter experts and industry leaders the unique opportunity to become a **Certified Salumiere**.

**JOIN AN ELITE GROUP OF
INDUSTRY EXPERTS.**

Apply Now!



Discover the IDDBA Training site!



Featuring a **growing and improved** library for all levels of retailer or supplier associates to learn and grow within their current position as well as prepare for the next.

Check it out! ➔



**IDDBA's ONLINE
CONSUMER
TRENDS REPORT!**



See more!



**Consumer trends, hundreds of pages
UPDATED EVERY MONTH!**

INTERNATIONAL DAIRY DELI BAKERY ASSOCIATION'S

**DATABYTES[™]
GLOBALSCOPE**

**12
COUNTRIES
IN-DEPTH**

See more!



**Online, interactive dashboard providing
data & insights – on a global scale!**

 **IDDBA**

BENEFITS, 365 DAYS-A-YEAR