



A WORLD OF OPPORTUNITIES MORE TRADE. MORE TASTES. MORE TRENDS

OCTOBER 29 & 30 2024 | TORONTO CONGRESS CENTRE, NORTH BUILDING

#GICSHOW24 | NETWORK: GC2024 | PW: gjc2024!



WIFI SPONSORED BY: HOWELL DATA SYSTEMS

PROGRAM SCHEDULE MONDAY, OCTOBER 28

8:00AM | INDUSTRY TOUR

*REGISTERED RETAILERS ONLY

Sponsored by: CFIB

5:30PM – 7:30PM | OPENING RECEPTION

OPEN TO ALL EXHIBITORS, DELEGATES

TCC-NORTH (HALL H)-COLLABORATION CORRIDOR- J. MITCHELL LOBBY

Sponsored by: TrueLife

TUESDAY, OCTOBER 29

SESSIONS OPEN TO ALL EXHIBITORS, DELEGATES

TCC-NORTH (HALL H)-BALLROOMS A, B

7:45AM – 8:45AM | REGISTRATION/CHECK-IN

Annual General Meeting

Sponsored by: Federated Insurance

8:45AM – 9:15AM | CFGI'S ANNUAL GENERAL MEETING

Updates from CFGI, Ron Welke, President & CEO

9:15AM – 10:00AM | GROCERY CODE OF CONDUCT: WHAT YOU NEED TO KNOW

This Industry must-attend session. What the Code will mean for your business and how you can ensure it benefits you. Industry group members who constructed the Code will go through key provisions and answer questions. Panelists: Diane Brisebois, President & CEO, RCC; Michael Graydon, CEO, FHCP; Ron Lemaire, President, CPMA; Giancarlo Trimarchi, President, Vince's Market. Moderated by Gary Sands, Sr. VP, CFGI.

10:00AM – 10:45AM | GROCERY FORECAST: TRENDS & OPPORTUNITIES SHAPING THE GROCERY INDUSTRY

Aaron Goertzen, BMO Capital Markets; Carman Allison, NielsenIQ and Shabnam Weber, Tea and Herbal Association of Canada joins Tony Chapman, Chatter that Matters.

Sponsored by: Lassonde

11:00AM – 4:30PM | TRADE SHOW EXHIBITION

TCC-NORTH (HALL I)



INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSIONS

SESSIONS OPEN TO ALL DELEGATES AND EXHIBITORS

12:00PM – 12:30PM

Hear about the latest grocery insights & consumer and category trends presented by Tony Chapman, Chatter that Matters.

2:00PM – 2:30PM

Loyalty & Grocery: Jason Beales, AIR MILES joins Tony Chapman, Chatter that Matters, to discuss ways to engage customers and grow their business through loyalty levers and promotional capabilities.



SIP & SAMPLE STAGE SESSIONS

SESSIONS OPEN TO ALL DELEGATES AND EXHIBITORS

1:00PM – 1:30PM

Maple Leaf Foods' Chef Sam draws inspiration from the latest flavours in season to create a fall Inspired Prime Chicken Recipe.

3:00PM – 3:30PM

Explore the world of mocktails with Maison Perrier CHIC as Brand Activation Manager, Erik Mili, shares insights on the booming trend of non-alcoholic mocktails and what consumers are looking for. Discover what sets Maison Perrier CHIC apart and indulge in a delightful sip of the new sophisticated yet low calorie mocktail experience.

EVENING EVENTS

4:30PM – 5:00PM | MIX AND MINGLE NETWORKING EVENT

OPEN TO ALL DELEGATES AND EXHIBITORS

TCC-NORTH (HALL H)-COLLABORATION CORRIDOR- J. MITCHELL LOBBY (BALLROOMS A, B)

Join industry colleagues for complimentary hors d'oeuvres and drinks.

Sponsored by: BFG Longo's a fresh tradition

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5:00PM – 6:30PM | MERCHANDISING EXCELLENCE AWARDS

Awards will be presented to Master Merchandiser Winners for best in-store displays; Top 10 in Grocery, and Best Booths from GIC. Co-hosts Ron Welke, Tony Chapman



Reception Sponsored by: ALLEN'S CANADA'S VINEGAR CO. BIMBO CANADA DIGI IRVING CONSUMER PRODUCTS



Master Merchandiser Sponsors:



WEDNESDAY, OCTOBER 30

PRE-REGISTRATION REQUIRED FOR ALL SESSIONS

📍 TCC-NORTH (HALL H)-BALLROOMS A, B

7:15AM – 7:50AM | BREAKFAST

Sponsored by: BURNBRAE FARMS DANONE General Mills MAPLE LEAF McCain

7:50AM – 8:30AM

Fireside chat on retail trends in design and communication to consumer in today's environment with JP Lacroix, SLD and Patrick Rodmell, Rodmell & Company with Tony Chapman, Chatter that Matters.

Sponsored by: LASSONDE AIR MILES HELLANOVA

8:30AM – 9:10AM

The Demand for Diversity in the Aisles. How ethnic grocery retailing has evolved beyond dumplings and donairs. Rick Rabba, Rabba Fine Foods; Inder Chohan, CJR Wholesale Grocers, Don Seo, Five Continents International; Adrian Gianello, Yummy Market, with Tony Chapman, Chatter that Matters.

Sponsored by: Unilever

9:15AM – 9:55AM

The New Game: How AI Is Changing Your Growth Plans Artificial Intelligence (AI) is transforming the landscape of digital marketing and growth strategies. Join leading Digital Marketing Strategist & Entrepreneur Ross Simmonds to uncover how AI tools and technologies are reshaping businesses and how they can adapt to stay ahead. In addition, he brings it all together by sharing tactical ways marketers can use AI while also showing clear examples of ways in which AI could revolutionize the way we work for decades to come.

Sponsored by: acosta

10:00AM – 10:10AM | COFFEE BREAK

Sponsored by: Kraft Heinz

10:15AM – 10:45AM CONCURRENT WORKSHOPS

ROOM 1

THEFT/SHRINK: Retail Theft: from general shrink statistics that tell you how many got away, to the overall economic impact of retail crime. Get access insight that will make the most on your bottom line before it goes public. Presented by Stephen O'Keefe, Bottom Line Matters.

ROOM 2

BENCHMARKING: FMS' Annual Independent Grocers Survey 2024 results are presented by Robert Graybill, FMS

ROOM 3

COMMUNITY ENGAGEMENT: New ideas around the world that help you build loyalty and trust at home. Rachel Loui, Strategic Growth Factor

ROOM 4

RETAILER INSIGHTS: Path to Purchase Institute provides some opportunities for grocery, and how to meet changing consumer trends, buying habits.

Sponsored by:



11:00AM – 4:00PM TRADE SHOW EXHIBITION

📍 TCC-NORTH (HALL I)



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INSIGHTS & INNOVATIONS TRADE FLOOR STAGE SESSIONS

SESSIONS OPEN TO ALL DELEGATES
AND EXHIBITORS

12:00PM – 12:30PM

Detailed Loss Prevention programs: From summary to step-by-step instruction on how to implement programs, Stephen O'Keefe, Bottom Line Matters provides proven solutions for retailers.

2:00PM – 2:30PM

Harnessing Gen AI: A competitive edge for grocery retailers. How to optimally use free Gen AI tools like ChatGPT and Gemini to get insights about your business. Rachel Loui, Strategic Growth Factor

Sponsored by:



SIP & SAMPLE STAGE SESSIONS

SESSIONS OPEN TO ALL DELEGATES
AND EXHIBITORS

1:00PM – 1:30PM

If ¾ of your drink is the mixer, mix with the best! This dedicated tasting features Fever-Tree's new Non- Carbonated Mixers, made with only the best naturally sourced ingredients from around the world. Sip and Sample the Margarita, Mojito, and Caesar mixers presented by Fever-Tree and Tree of Life.

3:00PM – 3:30PM

Ignite your obsession for taste with Liberté yogourt and discover delicious and innovative recipes.

DAILY SHUTTLE EVERY 15-20 MINUTES

Westin Toronto Airport Hotel to/from
Toronto Congress Centre

Monday, October 28—4:45PM – 8:00PM

Tuesday, October 29—7:00AM – 7:30PM

Wednesday, October 30—6:30AM –11:00PM

Sponsored by: Federated Insurance

EVENING EVENTS

PRE-REGISTRATION REQUIRED

TCC-NORTH (HALL H) J. MITCHELL LOBBY, COLLABORATION
CORRIDOR (BALLROOMS A, B)

5:30PM – 6:15PM | RECEPTION

Sponsored by: HOBART CANADA

6:30PM – 9:15PM | INDEPENDENT GROCER OF THE YEAR AWARDS

Awards will be presented to the best grocers in Canada.

Dinner Sponsored by:



Dessert Sponsored by: FCC Food and Beverage Financing

Awards Sponsored by:



DRAW FOR GRAND PRIZE TRIP TO NGA SHOW IN LAS VEGAS!

Sponsored by: Saputo

WANT TO SEE YOUR BUSINESS PROMOTED AT THE SHOWS AND WITH CFG?



REACH OUT ABOUT OPPORTUNITIES TO:

MAI HAMED, SHOW SPONSORSHIP
MHamed@cfig.ca

MATTHEW BROWN, MARKETING/ADVERTISING
MBrown@cfig.ca