2027 Beverage, Winter Session

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Tuesday, February 16, 2027

Macro Trends, Beverage, Snacks & Center Store

45 minutes

Join PDG Insights for a look at the macro trends influencing shopper behavior across beverage, snacks and center store. This educational session will explore what these shifts mean for retailers and suppliers, with insights to help inform product innovation, assortment planning and growth opportunities.

PDG Insights

Center Store Grocery: The Buyer’s Perspective on Shelf Optimization

60 minutes

Join experts from leading grocery retailers for a panel discussion on how buyers evaluate assortments and make decisions about what earns and keeps space on the shelf.