



## 2024 Plant-Based, Keto, & Gluten Free Food & Beverage 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.

Sunday, October 27, 2024

## What's Next for Plant Based Foods?

**60 minutes**

The plant-based foods sector comprises over 20 categories across the store and online serving all eating occasions. Brands continue to innovate to meet the needs of consumers, driving continued demand with many categories growing in both dollars and units, supported by strong merchandising practices. At the same time, climate concerns and goals are increasingly rising to the forefront for retailers, food service operators, and consumers, driving even more opportunities for growth.



Join us to learn:

### How a 20-Category Plant-based Powerhouse Helps You:

1. Capture ESG Goals
2. Achieve Incremental Revenue with Integrated Sets
3. Re-Energize Your Customers with Innovation Trends

Erin Ransom, Chief Growth Officer  
Tofurky

Monday, October 28, 2024

Roundtables (with beer & wine served)

**60 minutes**

**Monday, October 28th | 6:00 PM - 7:00 PM**

This is a great networking event giving participants the opportunity to discuss relevant industry topics in a round table format with fellow industry professionals sitting at the table.

## **Innovation in Plant-Based Products**

- New Product Development: What are the most innovative products emerging in the plant-based space?
- Alternative Ingredients: What are the upcoming ingredients (like pea protein, jackfruit, etc.) that are gaining popularity?
- Challenges in Innovation: What obstacles do manufacturers face when developing new plant-based products?

## **Retail Strategies for Plant-Based Products**

- Merchandising and Shelf Space: How should retailers best position plant-based products in stores?
- Private Label vs. Established Brands: What is the role of private labels in the plant-based category?
- Consumer Education and Engagement: How can retailers effectively educate and engage consumers about plant-based options?

## **Consumer Perception and Marketing**

- Marketing Strategies: What marketing strategies resonate most with consumers in the plant-based sector/ Gluten Free/ Keto?
- Combatting Misconceptions: How can the industry address common misconceptions about plant-based, Keto products?
- Brand Storytelling: How can brands effectively tell their story to connect with ethically minded consumers?