

grocery doppio
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Groceryshop Preview

October 7-9, 2024

Mandalay Bay, Las Vegas





Groceryshop is returning to Mandalay Bay in Las Vegas, October 7-9, for three days of education, networking, and fun. The must-attend grocery event is the place to learn from — and rub elbows with — the industry's top decision-makers and influencers.

Sin City is once again hosting the annual conference and expo, providing the backdrop for the networking event of the season. The annual conference's goal is to allow leaders across the grocery and CPG space to engage in peer-to-peer learning and discover the latest in digital transformation and innovation. Groceryshop prides itself on empowering attendees with fresh research and case studies that provide actionable insight that attendees can implement at their respective businesses to outpace the competition.

Meetup & Networking

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In addition to the Meetup program, there are a host of networking opportunities both inside and outside of the convention center, including topic table discussion, cocktail hours, retailer and CPG dinners, and Grocerytalk's popular industry party featuring food, drink, and live entertainment.

In conjunction with the jam-packed networking agenda, the event's educational docket provides attendees with the opportunity to hear the industry's latest and greatest tech innovations and strategic approaches firsthand.

Key Themes

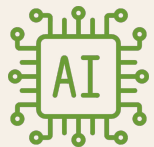
This education program features more than 165 speakers across 50 sessions, centered around five key event themes:



New Opportunities in Retail Media: Sessions will explore how brands can best optimize their retail media ad spend, execute effective campaigns, and collaborate internally and with external partners to drive retail media success.



Building Profitable, Efficient, and Resilient Businesses: This theme addresses how grocery and CPG organizations can successfully navigate changing economic and market conditions, find creative ways to unlock profitability, and leverage new technologies to drive efficiency.



Implementing and Scaling AI: Discussions will focus on how generative AI and machine learning are driving the industry forward. Sessions will feature real-world advice and case studies focused on the creative use of the still-emerging tech and how to build an infrastructure to support it.



Delivering Convenient, Seamless, and Unified Experiences: Learn how top grocers are leveraging sophisticated loyalty programs, next-gen mobile apps, in-store QR codes, flexible checkout, personalized offers, social commerce, and more to provide a meaningful and memorable shopping experience.



Embracing Collaboration, Innovation, and New Partnerships: These sessions spotlight companies revamping their teams, fostering innovation, and adopting new business processes to improve collaboration across their organizations.

In addition to the various sessions spread across the five core themes, the main stage will feature riveting keynote presentations from top executives at Ahold Delhaize, PepsiCo, Mars Wrigley, Instacart, Unilever, Amazon Fresh, and more.

Make the Most Out of Groceryshop 2024

The expansive educational and networking agenda can make it difficult to plan your personal Groceryshop experience. To help our readers get the most out of the event,

Grocery Doppio has scoured the agenda for the must-see events, sessions, and networking opportunities. The following pages contain our take on the can't-miss pieces of this year's program.



Groceryshop Can't Miss Sessions



Winning Ecommerce Strategies: Optimizing Fulfillment and Delivery

Oct 7, 2024 | 4.35PM

WHAT IT IS:

This session will leverage new research on retailers' ecommerce efforts and a framework for optimizing fulfillment and delivery. Following the presentation, retailers and brands will discuss their e-commerce and last-mile strategies and technology's role in making fulfillment and delivery both convenient and efficient.

WHY IS IT IMPORTANT:

According to **Grocery Doppio's Q1 2024 report**, **89% of grocers are dissatisfied** with the profitability of their digital operations, with high logistics and fulfillment costs being the primary obstacles. A significant 83% of grocers identify the high cost of picking as a major barrier to efficiency, while 73% point to the expense of logistics as the main factor reducing profits.

With digital sales split between delivery (51%) and pickup (49%), optimizing these services is crucial for boosting profitability. In fact, **32% of shoppers prioritize cost** when deciding between online and in-store purchases, often opting for in-store to save money. With **69% of grocers believing this will lead to higher profitability**, alongside tech-driven efficiency improvements, this Session is a must-attend for those looking to enhance their digital operations.

Speakers



Dr. Oliver Vogt
Director, Strategy &
Transformation
Tesco



Greg Zeh
SVP & CIO
Weis Markets

Unified Retail Media Planning: Aligning Across Partners and Teams

Oct 7, 2024 | 3.45PM

WHAT IT IS:

This session will explore strategies for scaling retail media investments and how evolving team structures and enhanced collaboration can drive operational success. CPG executives will share best practices for optimizing retail media operations, focusing on synchronizing internal teams with external partners to execute impactful campaigns.

WHY IS IT IMPORTANT:

According to Grocery Doppio, retail media presents a massive \$8.5 billion opportunity for grocers. **69% of grocers are looking to monetize retail media** networks to drive profitability, but many face obstacles, with 66% citing the high cost of customer acquisition as a limiting factor. This session is a must attend for those looking to gain insights and sustain growth in this dynamic new retail media environment.

Speakers



Francesca Hahn
VP, Digital Commerce
Mondelēz International



Udyan Khanna
VP, Marketing, Digital
Commerce & Channel
Marketing
McCormick & Company



Michal Geller
President, eCommerce &
Digital
Newell Brands

Frameworks Tactics, and Takeaways: Weighing Frictionless Stores' Advantages and Risks

Oct 8, 2024 | 4.50PM

WHAT IT IS:

This session will delve into frictionless technologies, such as autonomous stores, biometric payments, and enhanced self-checkout systems. While these innovations offer the potential to revolutionize grocery shopping, grocers face hesitation due to privacy concerns and shopper sentiment. The session will begin with a presentation on frameworks for implementing frictionless stores, followed by panel discussions that will explore the pros and cons of these technologies, as well as the challenges grocers encounter when trying to scale them.

WHY IS IT IMPORTANT:

Self-checkout is becoming a crucial element for retailers, offering significant benefits for both customers and businesses. According to Incisiv's **State of the Industry: Future of Convenience Stores report, 79% of retailers** who have implemented self-checkout report improved customer experience, while 58% observe reduced labor costs. Additionally, 45% of retailers emphasize the importance of offering diverse payment options to cater to different financial preferences. Overall, self-checkout streamlines operations, reduces costs, and enhances convenience, making it a vital tool for the future of retail.

Speakers



Raghu Mahadevan
EVP, Logistics, Demand Chain & Chief Digital Officer
7-Eleven



Mirko Saul
SVP, Innovation
Schwarz Digital (Lidl & Kaufland)



Gaurav Pant
Co-Founder & Chief Insights Officer
Incisiv (Interviewer)

Frameworks, Tactics, and Takeaways: Leveraging and Scaling AI Responsibly

Oct 8, 2024 | 4PM

WHAT IT IS:

This session will explore the essential steps for building the infrastructure required to deploy AI and ML applications on a large scale. The panel will discuss key foundational strategies that organizations can implement to successfully launch AI and ML technologies, while addressing the associated risks, including misinformation and privacy concerns. Speakers will share best practices for mitigating these risks and the guardrails they have put in place to ensure responsible AI usage.

WHY IS IT IMPORTANT:

AI adoption is set to unlock \$136 billion by 2030, but the grocery industry must build the right infrastructure to harness its full potential. According to Grocery Doppio's **State of AI in Grocery report, 81% of shoppers want more value**, and 78% say poor digital experiences impact loyalty. In 2024, 86% of C-suite grocers see AI as essential for reducing inventory and improving efficiency, but only 6% have scaled AI proof of concepts in the past year. This session is essential for grocers looking to scale their AI infrastructure and drive impactful results.

Speakers



Ramesh Kollepara
Global VP & Chief
Technology Officer
Kellanova



Sabrina McPherson
Senior Managing Director
& SVP
Publicis Sapient
(Interviewer)

AI's Role in Optimizing Stores and Supporting Associates

Oct 8, 2024 | 9.20AM

WHAT IT IS:

This session will explore how AI can enhance store operations by empowering associates with tools that optimize inventory management, shopper analytics, and merchandising. Through a series of fireside chats, retailers will discuss the ways AI can drive impactful results, streamline in-store processes, and improve overall efficiency.

WHY IS IT IMPORTANT:

AI is revolutionizing the grocery industry, creating a **\$136 billion opportunity for grocers** to optimize their operations, according to a survey by **Grocery Doppio**. The biggest impacts are expected in the supply chain (\$68.3 billion), store operations (\$17.7 billion), and customer service (\$2.5 billion). Grocers are increasingly using AI to improve inventory management, automate warehousing, and streamline logistics, which are vital for profitability.

Speakers



Krystyna Kostka
Senior Vice President,
Operations
BJ's



Carman Wenkoff
EVP & Chief Information
Officer
Dollar General

Effective Merchandising Strategies

Oct 9, 2024 | 2PM

WHAT IT IS:

This session covers how retailers are adapting to rapidly changing consumer preferences and uncertainties in supply and demand. It will explore how data, customer insights, and collaboration help retailers pivot their assortments, respond to pricing shifts, and address social media-driven trends. Speakers will also discuss strategies for building owned brands and partnering with local and diverse suppliers to meet evolving customer needs.

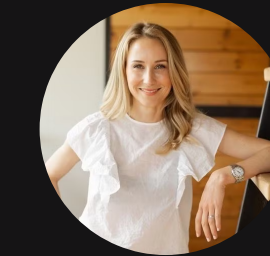
WHY IS IT IMPORTANT:

According to Grocery Doppio, **93% of shoppers say price is a critical factor** in their purchase decisions, with **57% willing to switch retailers** for a better price on key items. Additionally, 69% of grocers believe that social media and content partnerships are top drivers of influence. This session is important because it explores how retailers can adapt their merchandising strategies to meet these price-sensitive shoppers' needs while leveraging social media trends to stay competitive.

Speakers



Seth Marks
SVP, Extreme Value
Sourcing
Big Lots



Louise Fritjofsson
Co-Founder & CEO
Martie



Jorge Alfonso
Head of Digital
Merchandising
Kroger

Accelerating Growth Across Sales Channels

Oct 9, 2024 | 8.25AM

WHAT IT IS:

This session will focus on how grocery and CPG organizations can navigate the pressures of inflation and rising e-commerce operational costs. Through a series of fireside chats, retail and brand executives will share strategies for overcoming these industry challenges and unlocking growth across sales channels. Key topics include new capabilities that increase volumes and same-store sales, boosting e-commerce through direct-to-consumer (DTC) and marketplaces, and leveraging retail media to generate alternative revenue streams and incremental sales for brands.

WHY IS IT IMPORTANT:

This session is critical as it addresses the key challenges facing grocery and CPG organizations, such as inflation and rising e-commerce costs, which are squeezing margins. With 69% of grocers aiming to monetize retail media to improve digital profitability and digital sales reaching \$31.4 billion in Q1 2024, it's clear that maximizing revenue across channels is essential. Additionally, 63% of grocers cite third-party marketplace fees as a barrier to digital profitability. This session will offer actionable insights on boosting e-commerce, improving same-store sales, and leveraging retail media to drive growth while navigating these hurdles.

Speakers



Cristina Marinucci
Global Head, Shopper
Excellence Insights &
Analytics
Mondelēz International



Justin Coaldrake
Head of Omnichannel
Guest Experience & Media
Casey's



Lindsay Rowles
General Manager, Retail &
Property
Foodstuffs

Where to See and be Seen - The Events Around the Event

The value of any conference cannot be fully assessed without considering the surround events, where real conversations can be had, personal relationships can be built, and a few adult beverages can be consumed. Since its inception the Groceryshop team has delivered a culture where fun was just as important as business or education. Below are a few of Grocery Doppio's favorite events while in Vegas.



October 7, 2024



Groceryshop's Industry Night

Open to: Retailers and Brands only

Hosts: Groceryshop, Acosta, GS1, Pixis, Toast

Join your peers out on Mandalay Beach for a dinner and networking event. The Groceryshop team always pulls out the stops to ensure no one is left hungry or thirsty, so get some time outside and make some new connections.



Global Retail Leaders Dinner

Open to: Retailers and Brands only

Hosts: ReThink Retail, Adobe, Blue Yonder, Microsoft

An executive dinner produced by ReThink Retail. The evening will feature a top notch meal and peer-to-peer networking on the Mandalay property in Kumi Restaurant. Seats are limited

October 8, 2024



Speakeasy @ Groceryshop

Open to: Retailers and Brands only

Hosts: Incisiv, Relex, XCommerCe

Grocery Doppio's parent company, Incisiv, will produce its **Fourth Annual Speakeasy @ Groceryshop Executive Dinner**. Break out of the confines of Mandalay Bay for an open air experience at Cili restaurant just a few minutes away. Join a group of peers for networking and insights. Seats are limited



Grocery Doppio Happy Hour

Open to: Invited Guests

Hosts: Grocery Doppio

Join the Grocery Doppio community for cocktails and snacks in The Parlour Room at RiRa Irish Pub.

October 8, 2024



ReThink Retail's Retail Bash

Open to: Qualified influencers, retailers and brands

Hosts: Rethink Retail, Diebold Nixdorf, Kyndryl, Microsoft for Startups

A networking gathering located in the center of the action, Rhythm & Riffs. Join the movers and shakers of grocery for live music, food and craft cocktails.



ABOUT GROCERY DOPPIO

Grocers have experienced a generational shift in eCommerce adoption within a condensed period of time, giving rise to both – new growth opportunities and unfamiliar threats.

Grocery Doppio is an independent source of insights and inspiration designed to help grocers jumpstart, accelerate and sustain growth in this dynamic new environment.

www.grocerydoppio.com