

SHOW SEMINAR SCHEDULE - Information You Can Use

- 12:00 - 12:30 Gwen Andrew – Hershey Chocolate Co.
- 1:00 - 1:30 John McIntyre – CSC Sales & Marketing- Store trends
Best practices on who to sell prepared foods
- 2:00 - 2:30 Anita Kumar – Mondalez
- 3:00 - 3:30 Bob Richter – Empire Coffee Co
- 4:00 - 4:30 Fred Braun- Mars USA – Category management
- 5:00 - 5:30 Mike DiPietro- Kelloggs- Reasons to Believe- Breakfast Category
- 6:00 - 6:30 RJ Reynolds