



## Everyone Wins with INFRA Deals Wednesday, December 7 – Friday, December 9

### Event Information

**Lodging & Meeting Space:** Hilton Garden Inn San Francisco/Oakland  
1800 Powell Street  
Emeryville, CA 94608  
*Meeting Room: Platinum Room*

**Start Time:** Wednesday, December 7 at 1:00pm  
**End Time:** Friday, December 9 at 12:00pm

*Please plan on attending the entire intensive. INFRA covers the cost of breakfasts, lunches, and dinners; members cover transportation and lodging.*

#### **Program:**

Natural/Organic products are now ubiquitous in the marketplace. The food and wellness items that were once the exclusive domain of independent natural retailers and food co-ops are now available EVERYWHERE: at conventional grocery chains, mass market retailers, and, of course, online.

Shopper interest in natural and organic product is at an all-time high, and our competitors are building new stores, creating new formats, and tweaking their product assortment to meet the demand. Our conventional and supernatural competitors are growing fast – grabbing sales and gaining market share at an alarming pace – while operating on lower margins to offer lower prices to shoppers.

*As the competition intensifies for both “new-to-natural” shoppers and your existing customers, what is your store doing to attract more shoppers and increase your share of their grocery spend each time they visit?*

INFRA’s promotions program, INFRA Deals, provides deep savings on thousands of products every month, featuring sale prices that provide real value to your shoppers and helping you stay competitive. Join us to hear how leading INFRA Retailers have successfully leveraged INFRA Deals, *not as discounts for their stores but as promotions for their shoppers* – promotions that drive traffic, boost sales, and create a positive price image – helping all INFRA Retailers not just survive, but thrive in our increasingly competitive grocery landscape.

**Audience:** Owners, category managers, marketing staff, center store managers, and buyers.

#### **Highlights:**

- Peer Networking & Collaboration Sessions
- Peer Review: Assessment of Host Store's Execution of Promotions and Comparison with Competition
- Presentation of Findings to Host Store
- Discuss Best Practices and Draft Top Three Action Items for Improvement with Promotions

### Event Agenda

#### **Wednesday, December 7**

1:00 pm      Welcome and Introductions

1:30 pm      INFRA Updates

- 2:00 pm      The What and the Why of the INFRA Deals Participation Project
- 3:00 pm      Break
- 3:15 pm      Particiaption Project: The Natural Grocery Company Host Store Interview
- 4:30 pm      Small Group Discussions  
*Reflect on what your heard. What questions do you have? What themes emerge?*
- 5:00 pm      Feedback, Reflection, Questions, and Prep for Day 2
- 5:15 pm      Adjourn
- 6:00 pm      Dinner and Peer Networking at [Trader Vic's](#)  
9 Anchor Dr  
Emeryville, CA 94608

**Thursday, December 8**

- 8:00 am      Breakfast at Hilton Garden Inn Sanfrancisco/Oakland  
1800 Powell Street  
Emeryville, CA 94608  
*INFRA will provide overnight guests with a breakfast voucher*
- 8:30 am      Welcome back! Questions and Review Plan for the Day
- 8:45 am      Prep for Promotions Assessment: The Natural Grocery Company
- 9:00 am      The Natural Grocery Company Store Tours
  - Location 1 - El Cerrito (10367 San Pablo Ave, El Cerrito, CA 94530)
  - Location 2 - Berkeley (1336 Gilman St., Berkeley, CA 94706)
- 10:30 am     Regroup at Hotel and Debrief on Host Store Promotions Execution
- 11:30 am     Prep for Competition Tours & Lunch at Hilton Garden Inn Sanfrancisco/Oakland  
1800 Powell Street  
Emeryville, CA 94608  
*Meeting Room: Dock of the Bay*
- 1:00 pm      Promotions Assessment: Competition Stores (in teams)
  - Team Fig:
    - *Sprouts Farmer's Market*
    - *Whole Foods Market*
    - *Trader Joe's*
  - Team Tangerine:
    - *Whole Foods Market*
    - *Sprouts Farmer's Market*
    - *Target*
- 2:30 pm      Regroup at hotel & Debrief on Competitor Assessments

- 3:00 pm Discuss findings, Distill Recommendations, and Create Presentations
  - Compare & contrast host store with competitors
  - Generate *Top Three Recommendations* for improvement with promotions execution
- 4:30 pm Reflections, Questions, and Prep for Day 3
- 5:00 pm Adjourn
- 6:00 pm Dinner and Peer Networking at [The Public Market](#)  
5959 Shellmound St  
Emeryville, CA 94608

### Friday, December 9

- 8:00 am Breakfast at Hilton Garden Inn San Francisco/Oakland  
1800 Powell Street  
Emeryville, CA 94608  
*INFRA will provide overnight guests with a breakfast voucher*
- 8:30 am Welcome Back! Questions & Review Plan for the Day
- 8:45 am Finishing Touches: Last Chance to Fine-tune Presentations
  - What we love
  - Where's the opportunity
  - Top 3 Recommendations
- 9:15 am Everyone Wins with INFRA Deals: *Your Store, Your Shopper, and Your Cooperative!*
- 9:45 am Sharing what We've Learned
  - Assessment Teams Present Findings to Host Store
  - 3 Teams, presentations, and Q & A
- 11:00 am Break
- 11:15 am Action Plans, Next Steps, Discussion, Questions, and Wrap-up
- 12:00 pm Adjourn

*Please note, all times and topics are subject to change.*

*We try very hard to bring you good, healthy food at all our in-person events while ensuring that we meet all the dietary preferences of our members and industry partners. If you have sensitivities, allergies, or strict dietary needs, please check in with the wait staff prior to your meal. If you require special accommodations outside of what INFRA provides, please work with the restaurant/venue/establishment for modifications.*

The safety and comfort of all in-person event participants is INFRA's top priority. To that end, we are actively monitoring the COVID-19 situation and plan to comply with all national, local, and venue-specific safety guidelines as they relate to larger gatherings and mitigating risk. Due to the rapidly changing nature of these guidelines, full policy details will be shared closer to event dates. We will be planning our event with enough space to social distance as well as consider minimizing contact when possible. If you have any specific questions or concerns, we are happy to connect, please contact Angela, Director of Member Programs, at [aboza@infretailers.com](mailto:aboza@infretailers.com) or (651) 888-4737.