



Everyone Wins with INFRA Deals
Tuesday, October 11 – Wednesday, October 12

Event Information

Lodging & Meeting Space: Hampton Inn & Suites Fairfield
118 US Highway 46 East
Fairfield, NJ 07004
Meeting Room #1

Start Time: Tuesday, October 11 at 10:00am
End Time: Wednesday, October 12 at 5:00pm

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

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
- Discussing Best Practices and Drafting Top 3 Action Items for Improvements with Promotions

Event Agenda

Tuesday, October 11

- 10:00 am Welcome and Introductions
- 10:15 am Review of Agenda & Desired Outcomes
- 10:30 am INFRA Updates
- 11:00 am The What and Why of the INFRA Deals Participation Project
- 11:30 am Participation Project Assessment Host Store Interview
- 12:30 pm Lunch at [Green Life Market](#)
29 NJ-23
Wayne, NJ 07470
- 1:30 pm Discussion: Green Life Market; Prep for Store Assessment
- 2:00 pm Green Life Market Assessments
- Green Life – Wayne Location
29 NJ-23
Wayne, NJ 07470
 - Green Life – Butler Location
1388 Route 23 North
Butler, NJ 07405
- 4:00 pm Regroup at Hotel – Debrief on Green Life Market Assessment
- 4:45 pm Reflect and Prep for Day 2
- 5:00 pm Adjourn
- 6:00 pm Dinner and Peer Networking at [Woodstack Pizza Kitchen](#)
29 Route 46 East
Pine Brook, NJ 07058

Wednesday, October 12

- 8:00 am Breakfast at Hampton Inn & Suites Fairfield
118 US Highway 46 East
Fairfield, NJ 07004
Complimentary breakfast is available for overnight guests
- 9:00 am Reflections, Feedback, and Questions about Day 1
- 9:30 am Competitor Assessments
- Trader Joes/Stop & Shop
 - Whole Foods Market/ShopRite

- 11:00 am Debrief on Competitor Assessment
- 12:00 pm Lunch at Hampton Inn & Suites Fairfield
118 US Highway 46 East
Fairfield, NJ 07004
Meeting Room #1
- 12:45 pm Everyone Wins with INFRA Deals: Your store, your shopper, and your cooperative
- 1:15 pm Small Group Discussion – Distillation of recommendations for Green Life Market
- 2:45 pm Break
- 3:00 pm Sharing What We Learned: Presentation of Recommendations to Green Life Market
- 4:15 pm Bringing It All Together: Action Plans & Next Steps
- 5:00 pm Questions, wrap-up, and adjourn
- 5:30 pm Dinner and Peer Networking at [Prime 94 Steakhouse](#) (optional)
94 Fairfield Road
Fairfield, NJ 07004

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 abozo@infretailers.com or (651) 888-4737.