

# Getting Into Retail – On the Shelves, Now What

Thursday, June 12, 2025

In conjunction with Food and Beverage Manitoba's AGM



Join us for lunch and an afternoon of learning opportunities that includes pitching-your-product and learning what you need to do once your product is on the store shelf following Food and Beverage Manitoba's AGM.

## Meet One-on-One with a Retailer – **\*\*Potential meeting must be preapproved through application process. \*\***

This session provides an opportunity for food and beverage companies to sit down with buyers from some of the bigger retail outlets to identify buyers needs and pitch your product. Each meeting will be 15 minutes, maximum, in length.

## The State of the Food Manufacturing Sector in Manitoba

### Javier Planinich, P.Eng, Intelligence Specialist – Food and Agri-Product Processing, Manitoba Agriculture

Javier will present an insightful overview of Manitoba's food manufacturing industry, covering its structure, size distribution, economic impact, key trends, and more. He will also reference key findings from market research conducted to date.

## Mastering Social Media for Business Success

### Susie Parker, Manager, Engagement - Communications and Engagement Division, Manitoba Agriculture

Unlock the power of social media to drive branding, engagement, and sales by choosing the right platforms, crafting compelling content, and implementing a strategic approach. This session will provide insights on analytics, audience connection, and future trends, equipping businesses with the tools to maximize their digital presence.

## Getting into Retail – On the Shelves – Now What

Thursday, June 12, 2025 - 1:00 p.m. – 4 p.m.

Deadline to register: Friday, May 30, 2025

When registering, kindly indicate whether you will be joining us for lunch.

For more information and to register, call 204-821-5322 or email [karen.walker-tibble@gov.mb.ca](mailto:karen.walker-tibble@gov.mb.ca)

If you require accommodation in order to fully participate in this event, please contact 204-821-5322 or email [karen.walker-tibble@gov.mb.ca](mailto:karen.walker-tibble@gov.mb.ca).

