If you have a food product and want to get it onto retail shelves, this two-part workshop is for you.

**Classroom Training. Learn To:**
- Get your product retail-ready
- Promote and sell your product
- Approach a retailer
- Choose the right packaging
- Calculate your true costs and selling price
- Understand your customer
- Define your product’s uniqueness

**Hands-On Training:**
- Tour the store
- Talk to a store manager
- Learn more about store layouts
- Gather information about your product category
- Identify customer needs and expectations
- Look for opportunities and gaps in the market
- Explore unique promotions and displays

**Tuesday, June 18, 2019**
Sobeys Extra
2850 Pembina Hwy
Winnipeg, MB
9:00 am – 12:30 pm

To register or for information:
Manitoba Agriculture
Phone: 204-392-7268
Email: joy.lorette@gov.mb.ca

Cost: $20 per person. Limited seating - pre-registration and payment is required prior to workshop.

Cheques can be dropped off at any Manitoba Agriculture Office or mailed to:
Joy Lorette, Manitoba Agriculture,
Unit C – 284 Reimer Avenue, Steinbach, MB R5G 0R5

Make cheques payable to Minister of Finance.