

Grocery Store Tour for Food Processors



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, October 29 2019

Sobeys Extra Brandon South - Brandon Shoppers Mall
1570-18th Street

9:00 a.m. to 12:00 p.m.

Cost: \$20 per person

To register or for more information:

Manitoba Agriculture

Call: 204-821-5322

Email: Karen.walker-tibble@gov.mb.ca

Pre-registration and payment is required by October 22 2019

Make cheques payable to Minister of Finance