

What you Need to Connect with a Retailer

Webinar Series to help prepare processors to meet with Retailers
6-part Series starting Tues, May 5 (May 7,12,14,19 and May 21)



Do you have a new or innovative food product that is retail ready or near retail ready? What are the next steps

To help you make your best impression and get selected to pitch to retailers, **Manitoba Agriculture's Value Added Branch** is providing a series of five free webinars, presented as the "Getting into Retail Webinar Series". In addition to the valuable information, you will learn at each of these webinars, many also provide easy to use templates you can follow such as for making a sell sheet and promotion plan to present your products to retailers.

The "**Getting Into Retail Webinar Series**" includes the following topics:

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| Tues, May 5, 2026 | 11 Things You Need to Sell Your Food Products to Grocery Stores |
| Thurs, May 7, 2026 | Insider Secrets to Setting Retail and Wholesale Prices for Selling to Grocery Stores |
| Tues, May 12, 2026 | How to Make a Sell Sheet for Pitching Your Food Products to Grocery Stores |
| Thurs, May 14, 2026 | What is a Promotion Plan and How You can Use This to Get Listings and Build Sales |
| Tues, May 19, 2026 | What to Say When a Food Buyer Tells You 'no' and Other Tips to Make a Successful Sales Pitch |
| Thurs, May 21, 2026 | New Front-of-Package Labelling Requirements in Canada |

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Tuesdays and Thursdays in May: 5, 7, 12, 14, 19, 21

11 a.m. – NOON

Presented via Webinar

Deadline to register: Friday, May 1, 2026 at noon.

To register for this FREE event, [click here.](#)

For more information, or if you require accommodations to fully participate in this event, contact Manitoba Agriculture at 204-821-5322 or email MbAgriFood@gov.mb.ca

