

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

Wednesday, June 27, 2018
Red River Co-op Store
77 Vermillion Rd.
Winnipeg, MB

9:00 am – 12:00 pm

To register or for information:
Manitoba Agriculture
Phone: 204-841-4084

Email: shauna.mckinnon@gov.mb.ca

Cost: \$20 per person. Limited seating - pre-registration and payment is required by June 25, 2018

Cheques can be dropped off at any Manitoba Agriculture Office or mailed to: Shauna McKinnon, Manitoba Agriculture, Box 160, Carberry, MB R0K 0H0

Make cheques payable to **Minister of Finance**.