

Agenda



FEBRUARY 22-24

Marriott Marquis San Diego Marina



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If you were with us at the Rally last year—my first year as IGA CEO—you'll recall that the IGA team and I unveiled a strategic plan to help IGA retailers capitalize on their advantages and overcome the obstacles in their way. In essence, it boiled down to three main points.

- Putting smarter, better, and more modern tools within reach of every IGA retailer so every IGA store can provide the innovative, fun and convenient solutions and experiences shoppers want.
- Building upon our local, hometown proud heritage to “up-brand” our IGA message with an emphasis on our connection to regional family farms, and our ability to deliver fresher, healthier, and more local options than any national chain.
- And doing a better job of talking about what we do best by gathering, sharing, and embracing adaptable best practices that build our businesses and brand across the board.

So, here we are a year later, and I'm so pleased to say that we made significant progress in each of these areas in 2018. But the really great news is that we have even bigger plans in the year to come, and we can't wait to tell you about it while you're here in San Diego.

Over the course of the next several days you're going to hear how the ideas introduced at last year's Rally—like the National Digital Ad, Local Equals Fresh brand position, and IGA's celebrated best practices—are working to build your brand and your business. Of course, more important than where we've been is where we're going, so you're also going to hear how those programs will evolve to be even better in 2019.

On top of that, you're going to see how we've updated some tried and true IGA programs—like the Assessment and Way to Care—to create strategic tools that work together to help you know and serve your shoppers better.

And finally, for the big hurrah we'll unveil some highly anticipated resources essential to our progress, including a new Local Equals Fresh brand merchandising kit; a revitalized Exclusive Brand line; and the Brand Toolkit you received at check in, which summarizes everything IGA has to help you win at retail.

It's going to be a great Rally—filled with the ideas, tactics, and resources you need—and I'm so glad you're here to be a part of it.

Let's get started!



A stylized, handwritten signature in white ink that reads "John Ross".

John Ross
IGA President & CEO

NEW!



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Agenda



DAY 1: FRIDAY, FEBRUARY 22ND

San Diego Marriott Marquis Marina

9:00 a.m. – 7:00 p.m.

IGA Welcome Registration Grand Ballroom Foyer – 2nd Floor

11:30 a.m. – 12:45 p.m.

IGA Welcome Lunch Grand Ballroom 8,10 &11

12:00 noon – 1:00 p.m.

Red Oval Showcase Grand Ballroom 1 – 6

1:00 p.m.

IGA

Opening Business Session Grand Ballroom 1 – 6

Proudly Sponsored by:
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1:00 p.m.

Welcome **Michael Sansolo, Moderator**
Retail Food Industry Consultant
Sansolo Solutions

The Independent Opportunity **John Ross**
President & CEO
IGA, Inc.

IGA CEO John Ross analyzes the opportunity for IGA independent retailers created by a rapidly evolving marketplace and changing shopper behaviors.

The Changing Nature of Value Devora Rogers
VP Account Management
Murphy Research

Learn how emerging shopper trends—from a desire for personalized experience and a renewed appreciation for local to a focus on overall wellbeing—are reshaping the retail's value proposition and putting independent operators in a better position to win.

2:45 p.m. – 3:45 p.m.

Red Oval Showcase & Refreshment Break

Learn how Red Oval products and services can help your business at the first-ever Red Oval Partner Showcase! Prizing and special offers available.

IGA Refreshment Break

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The Hershey Company



Learning How
the Locals Like It **Scott Marshall**

CEO
Metcash Food & Grocery
IGA Australia

Exploring IGA Australia's new tool for in-depth and ongoing evaluation of IGA shopper demographics and behaviors within individual service areas, and how the tool is being adapted for use in other IGA countries.

DAY 1: FRIDAY, FEBRUARY 22ND (Continued)

San Diego Marriott Marquis Marina

A Guide for

Meeting Shopper Needs Paulo Goelzer

President

Retail Learning Institute

IGA Coca-Cola Institute

Tom Gennaro

VP Operations

Survey.com

Learn how the IGA Assessment and Way to Care—both newly redesigned for 2019—are providing IGA retailers around the world with a practical guide for meeting shopper needs.

5:00 p.m.

IGA Business Session

Adjourns Michael Sansolo

**Following the Close of the Business Session
the IGA Red Oval Showcase will be open until 6:00 p.m.**

6:00 p.m. – 7:00 p.m.

IGA Welcome Reception Marriott Grand Ballroom 8, 10 & 11

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**Anheuser-Busch, Inc.
& E.&J. Gallo Winery**



The logo for E&J Gallo Winery features a crest with a shield containing a star and the letters 'EJ'. Above the shield is a banner with the text 'E&J Gallo Winery'.

Dinner by Individual Arrangement

Visit IGARally.com on your mobile device to learn more
and download the IGA Global Rally App.



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At The J.M. Smucker Company, we are focused on driving long-term growth through our #1 and emerging, on-trend brands.

We are proud to be #1 in 7 categories*. We're passionate about keeping the right products on your shelves to meet the needs of shoppers and enhance your profitability.



Red Oval Family
P A R T N E R

DAY 2: SATURDAY, FEBRUARY 23RD

San Diego Marriott Marquis Marina & San Diego Convention Center

San Diego Marriott Marquis Marina

7:00 a.m. – 8:30 a.m.

IGA

Good Morning Breakfast Marriott Grand Ballroom 8, 10 & 11

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**On Saturday, February 23rd, the IGA Business Session
will be at the San Diego Convention Center—Ballroom 20
following our Good Morning Breakfast.**

8:00 a.m. – 5:00 p.m.

IGA Welcome Registration San Diego Convention Center
Ballroom 20 Foyer

Opening IGA Business Session San Diego Convention Center
Ballroom 20 A,B,C

9:00 a.m.

Welcome Michael Sansolo

IGA 2019 and Beyond John Ross

Introducing IGA's plan to position your business for growth today and in the future.

Defining Local John Ross

Sherry Saylor

Chair

American Farm Bureau

Women's Leadership Committee

Exploring the power of local and how IGA's relationship with local and national Farm Bureau leadership is working on our behalf to cement IGA's brand position as the industry's local-equals-fresh leader.

IGA Morning Refreshment Break

Proudly Sponsored by:
National Grocers Association



Local Equals Fresh in Action Doug Fritsch

Sr. VP Retail & Business

Development

IGA USA

Joel Widmer

Manager, Creative Services

IGA USA

Get a first look at IGA's new "Local Equals Fresh" merchandising kit, designed to up-brand IGA stores with a memorable and impactful brand message shoppers love.

DAY 2: SATURDAY, FEBRUARY 23RD (Continued)

San Diego Convention Center

A Fresh New Look

for IGA Exclusive Brands John Ross

Greg Corey

Founder

Retail Packaging Strategist

Porchlight

Be there for the unveiling of IGA's new Exclusive Brand label and learn how it will support IGA's new fresh and local brand proposition and position IGA as a private label leader.

IGA Best Practices

See how IGA retailers are using creative tactics to bring their brand to life, differentiate their stores, and increase traffic and sales.

12:30 p.m. – 1:15 p.m.

IGA Lunch Ballroom 20 D

1:15 p.m. – 1:45 p.m.

IGA Awards Ballroom 20 A,B,C

The Digital Future of Grocery John Ross

Exploring the digital future of grocery in a new era of customization and personalization.

IGA's Digital Connect

Strategy John Ross

Fred Jorgenson

Executive VP

General Counsel

Inmar

Learn about IGA's new digital connect strategy that bundles digital solutions into a turnkey platform for connecting with shoppers.

Driving Traffic to the

IGA Brand with the

IGA National Digital Ad Heidi Huff

Senior Director

IGA Red Oval Partnerships

IGA USA

Megan Drazer

Principal

The Plaid Group

From exclusive offers to new shopper insights, find out how the IGA National Digital Ad is leveraging IGA's national presence to make an impact with the industry and shoppers alike.

IGA

Afternoon Refreshment Break Ballroom 20 Foyer

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Mondelēz International



DAY 2: SATURDAY, FEBRUARY 23RD (Continued)

San Diego Convention Center

The Next Stage

of IGA Digital **Jim Walz**
VP IGA Brand Development
IGA USA

Bethany Matthews
Client Development Director
Inmar

See what's next in IGA's digital future with programs designed to help you know and serve your shoppers better, from bounce back rewards and digital coupons to customer relationship management.

IGA Best Practices

See how IGA retailers are using creative tactics to bring their brand to life, differentiate their stores, and increase traffic and sales.

5:00 p.m.

Closing Thoughts with John Ross and Michael Sansolo

Dinner by Individual Arrangement

Founded in 1909, the
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success in life.



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TO THE WORLD

-SINCE 1894-



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ingredients*

DAY 3: SUNDAY, FEBRUARY 24TH

San Diego Air & Space Museum

Buses will be departing the Marriott Marquis
at the Pacific Ballroom Drive beginning at 8:15 a.m.
for transportation to the San Diego Air & Space Museum



9:00 a.m. – 12:00 noon



Awards of Excellence Brunch

Join us at the IGA Awards of Excellence Brunch to
celebrate our elite 2019 Awards of Excellence recipients.

*(IGA 2019 Awards of Excellence Brunch is included
with your IGA Registration Fee)*

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Stay Connected

and learn more about your IGA Global Rally

Featured Speakers

with the



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Congratulations to our **2019 IGA USA Hometown Proud Retailers**

IGA Licensed Distribution Companies (LDCs) were each asked to submit one Five Star retailer as a candidate for IGA USA International Retailer of the Year. We'll recognize those best-in-class Hometown Proud Retailers at the IGA Awards of Excellence Brunch on Sunday morning, February 24. At that time, one of them will be named IGA USA International Retailer of the Year, and honored alongside the International Retailers of the Year from IGA's global countries.



2019 IGA USA Hometown Proud Retailer



Laura Malisani
Gary & Leo's Fresh Foods IGA

Havre, Montana

Serviced by:
SUPERVALU – Billings



2019 IGA USA Hometown Proud Retailer



Mack McLamb
Carlie C's IGA

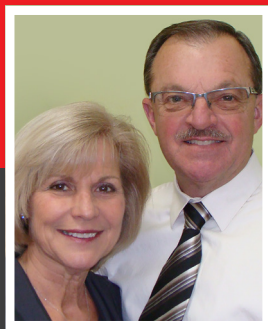
Dunn, North Carolina

Serviced by:
Merchants Distributors, LLC



Visit <https://crowd.cc/2019igaglobalrally> to learn more.

2019 IGA USA Hometown Proud Retailer



Kevin & Rose Schild
Schild's IGA

Grafton, Ohio

Serviced by:
Laurel Grocery Company



2019 IGA USA Hometown Proud Retailer



Jim Shook
Lake Region IGA

Hawley, Pennsylvania

Serviced by:
Bozzuto's Inc.



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Congratulations to our **2019 IGA International Retailers of the Year**

The following IGA global retailers were named 2019 IGA International Retailers of the Year following a selection process taking place in their own countries. Be sure to join us on Sunday morning February 24 at the IGA Awards of Excellence Brunch to see which one of our IGA Hometown Proud Retailers will join them in the winner's circle!



2019 IGA Australia International Retailer of the Year



Lucas Allan • Mal Cameron • Jarrod Swaine
Ritchies SUPA IGA, Dromana

Carrum Downs, Australia

Serviced by:

Metcash Food & Grocery • Laverton, Victoria, Australia



2019 IGA China International Retailer of the Year

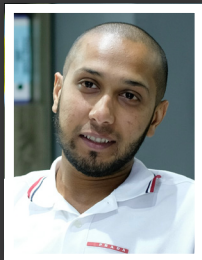


Zhang Hongrui, Founder
Xin Yu Lou Department Store Group Co., Ltd.
Huanghua, Hebei, China P.R.



Visit <https://crowd.cc/2019igaglobalrally> to learn more.

2019 IGA South Africa International Retailer of the Year



Suhail Bayat • Abu Khatib
Super Save Food Town Hyper

Pietermaritzburg, Kwa Zulu Natal, South Africa
Unitrade Management Services (Pty) Ltd
Ormonde, South Africa



2019 IGA South Africa International Retailer of the Year



Ismail Salajee

Take n Pay FoodTown – Amamzimtoti

Westcliff, Chatsworth, Kwa Zulu Natal, South Africa

Unitrade Management Services (Pty) Ltd

Ormonde, South Africa



Visit <https://crowd.cc/2019igaglobalrally> to learn more.



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The Nielsen Company
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Pinnacle Foods Inc.
Post Consumer Brands
Procter & Gamble Co.
The J.M. Smucker Company
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Unilever
Unilever Food Solutions
Webstop



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