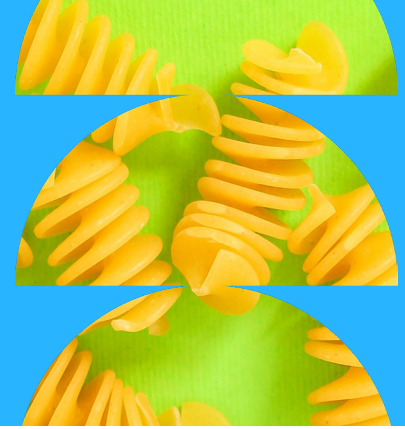


Agenda

June 10 - 12, 2026 | Renaissance Schaumburg | Schaumburg, IL



Day 1 - Wednesday, June 10

- | | |
|------------------|---|
| 2:00 – 3:00 p.m. | Welcome and Opening
<i>Mitch Morrison</i> , Vice President, Retailer Relations + Event Content Director, Informa |
| 3:00 – 3:45 p.m. | Right to Win
<i>Julie Heseman</i> , Senior Director, Research & Insights, Technomic

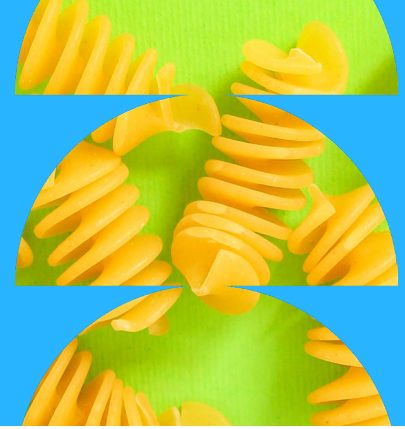
Driving sustainable foodservice sales growth requires c-stores take share from a formidable foe: quick-service restaurants. Julie Heseman leverages Technomic's exclusive Ignite Consumer data to explore how consumers rate c-stores vs. QSRs, identifying where convenience wins as well as areas needing more work to earn consumer occasions and dollars. |
| 3:45 – 4:00 p.m. | Networking Break |
| 4:00 – 4:30 p.m. | Retailer Talks
<i>Jorge Salinas</i> , Food Service Manager Midtex Oil/Fischer's, Neighborhood Market
<i>Furnell Mackey</i> , Category Manager, Foodservice, Timewise |
| 4:30 – 5:15 p.m. | Are You Ready for What's Coming?
<i>Kyle Drenon</i> , Co-Owner, Supper Co.

Casey's has it with pizza, Wawa with hoagies, QT with fountain. How does a brand become indelibly identified with a certain chain? And how to they continually add sizzle so that those signature items never lose cachet?

Supper Co. owner Kyle Drenon will share how to create signature value offerings without killing margins and how to create trade-up and upselling opportunities. This presentation will include innovative LTO strategies both from the creative standpoint of menu ideation and marketing and the operational standpoint to ensure it doesn't disrupt daily ops. |
| 5:15 – 5:40 p.m. | Refresh Break |
| 5:40 p.m. | Meet Back at Schaumburg Ballroom Foyer |
| 6:00 – 9:00 p.m. | Reception & Dinner at Rational HQ |

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Day 2 - Thursday, June 11

7:30 – 8:30 a.m.	Breakfast
8:30 – 9:15 a.m.	<p>It's More Than Just the Food</p> <p><i>David Portalatin</i>, Senior Vice President and Industry Advisor Food and Service, Circan</p> <p>Loyalty dynamics. Economic anxiety. Standards like speed and value being redefined.</p> <p>Mastering your menu is table stakes.</p> <p>David Portalatin, Circana's SVP and Industry Advisor Food and Foodservice, plunges into the intensifying pool of QSRs, beverage-led concepts, and digital-first models that continue to redefine speed and value.</p> <p>From there, Portalatin challenges whether your business model – from rewards to delivery to urgent trends like GLP-1 to leveraging convenience's inherent strengths – is meeting today's needs or still operating under yesterday's assumptions.</p> <p>Retailers will walk away with a clear perspective on the future convenience value proposition and the operational and strategic levers that matter most in the battle for the next trip.</p>
9:30 – 9:45 a.m.	Networking Break
9:45 a.m. – Noon	1:1 Meetings
Noon – 1:00 p.m.	Lunch
1:15 – 3:45 p.m.	1:1 Meetings
3:45 – 4:00 p.m.	Networking Break
4:00 – 4:45 p.m.	<p>Thinking & Drinking</p> <p><i>Mitch Morrison</i>, Vice President, Retailer Relations + Event Content Director, Informa</p>
4:45 – 5:30 p.m.	Reception
5:30 p.m.	Dinner on your own

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Day 3 - Friday, June 12

7:30 – 8:30 a.m.

Breakfast

8:30 – 9:15 a.m.

Retailer Panel

Curtis Robinson, Brand Manager, Food & Beverage, Southwest Georgia Oil Co/Inland Stores
Maddie Whitehead, Director, Foodservice Operations, U-Stop Convenience Stores
Chuck Kronyak, Senior Food Service Manager, Truenorth

9:15 – 9:45 a.m.

The Great Disruption: How Grocdrs, Clubs, and C-Stores Are Reshaping the Dining Landscape

R.J. Hottovy, Head of Analytical Research, Placer.ai

With the sluggish economy spurring a rise in value seekers, QSR and fast casual chains are losing share-of-stomach to a litany of channels, including c-stores who continue to grow share in the breakfast and lunch dayparts.

Drawing on Placer.ai foot-traffic data, R.J. Hottovy tracks this burgeoning meal bifurcation, the middle-income consumer's summer 2025 breaking point, cross-shopping trends, and how industry leaders are responding through value platforms and menu innovation.

9:45 – 10:00 a.m.

Networking Break

10:00 – 10:45 a.m.

Promotions With Purpose

Liza Salaria, Merchandising & Foodservice, Practice Lead, W. Capra

We all love those promotions: 2-fors, summertime fountain specials, bundle deals.

But are these just me-too, indistinguishable deals customers find everywhere?

In a special presentation on effective and ineffective promotions, W. Capra SVP and Executive Consultant **Liza Salaria** assesses our approach to promos.

"What are you trying to accomplish? Drive frequency of tips, build bigger baskets, develop new day-parts?"

"Behind every successful promotion is three things: Purpose – Presentation – People," Salaria says. "But how and why do some operators consistently harness all three of these levers to drive the intended financial results while inspiring a team of talent?"

In this session, Salaria will review "promotional scorecarding," from pre-promotional metrics to post-promotion analysis.

And a special exclusive: All attendees of Foodservice Forum will receive a strategic paper by Salaria on how to craft winning promotions.

10:45 – 11:00 a.m.

Closing Notes