



Welcome Letter

June 22 – 24, 2026 | The Westin Chicago Lombard | Lombard, IL

WELCOME TO THE CSP CENTER STORE FORUM

The great catch-all, super-sized mitt: Center Store

From seasonal sunglasses and sunscreen to travel-size pharmaceuticals to historical basket builders across candy and salty snacks, center store is the category that is often least defined yet ever-present across every c-store regardless of size or location.

We are extremely excited to welcome you to our 2nd annual full-scale Center Store Forum, an ambiguous category long ignored. But no longer.

For me, everything starts with actionable content and promising strategies that will improve your bottomline and animate your customer.

This week's event achieves both with also fresh flavors on how category managers can go beyond their task-laden duties.

Our agenda is dynamic and diverse. Here's a look:

- Exclusive NielsenIQ Study in which Chris Costagli delves into two primary opportunities: integrating private label packages in candy/snacks while maintaining the brands customers expect (Chris Costagli has a lot of subtlety in his study).
And bridging the divide between indulgent and Better For You (BFY).
- Thinking like a CEO. Respected retail exec Tony Miller share the many differences in execution and operations if CMs ran the center store more from a CEO perspective.
This is no psycho-babble. This is tangible and transformative. Tony's talk will impact contracts, planogramming, rewards, new products, bundling, etc.. pretty much everything!!!
- Economist. COGKNITION Managing Partner Arjun Chakravarti explains the current economy and forecasts what to look for over the rest of '26.
- Technology. NexChapter guru Matt Van Gilder goes deep into AI, RMNs, electronic shelf tags, intra-day pricing strategies, and more. What is hype and where are the true opportunities?
- Strategy. Outstanding retailer & consultant Richard Poye identifies common mistakes and suggested fixes, from more effective end caps to product placement and merchandising practices.
- Learning From Your Peers. Five operators share their challenges, changes they're introducing and how they're pumping fresh life into their Center Store.

And we'll have plenty of brainstorming, 1:1 retailer-vendor meetings, Thinking & Drinking open floor discussions, and plenty of fun and smarts. Thank you for joining us.

Mitch Morrison
CSP VP, Retailer Relations