

## Day 1 - Monday, May 11

2:00 – 3:00 p.m.

### **Welcome and Opening**

*Mitch Morrison*, Vice President, Retailer Relations + Event Content Director, Informa

3:00 – 3:45 p.m.

### **Beverage Trends Reshaping the Cold Vault**

*Sally Lyons Wyatt*, Publisher, Circana

Cold vault is today's battle royal, dollars siphoned across channels, occasions, and consumer mindsets.

How are we c-stores performing? Circana's Sally Lyons Wyatt will deliver a data-packed look at where beverage performance landed in the back half of 2025 and what early signals from Q1 2026 reveal for both the alcohol and non-alcohol space.

Drawing on Circana's expanded view across convenience, retail, and foodservice, Sally will not only delve into critical trends across functional, energy and refreshers, but also tackle shifting dynamics around ready-to-drink alcohol, premiumization, and smaller pack formats that balance value and wellness. She'll also explore emerging pressure points, including pricing sensitivity, moderation of alcohol volumes, and the growing tension between indulgence and mindful consumption.

Be ready to think differently and embrace new strategies on creating greater consumption occasions and new revenue opportunities.

3:45 – 4:00 p.m.

### **Networking Break**

Presented by 

4:00 – 4:30 p.m.

### **Retailer Talks**

*Brett Kimmes*, Co-Owner, Kimmes Enterprises/Country Stores of Iowa

*Mark Buonomo*, Senior Category Manager Beer, Wine & Spirits, Global Partners

4:30 – 5:15 p.m.

### **Addressing The Questions That Matter**

*Nik Modi*, Managing Director, RBC Capital

RBC Capital's Nik Modi will capture consumer spending patterns, hot spots in the cold vault, emerging pockets of growth and lessons from K-Pop beauty that the beverage industry can learn from.

5:30 – 7:30 p.m.

### **Reception & Dinner**

## Day 2 - Tuesday, May 12

8:00 – 9:00 a.m.	<b>Breakfast</b>
9:00 – 9:45 a.m.	<b>The 3 Cs: How Collaboration, Competitive Intrusion, and Consumer Trends Are Shaping The Cold Vault</b>  <i>Richard Poye</i> , COO/Strategic Retail Advisor, Food Trends Think Tank  Strategic advisor and industry veteran Richard Poye breaks down the three non-negotiable drivers of success in cold vault and packaged beverage retail. <ul style="list-style-type: none"><li>• Collaboration: are you a true partner to all categories and business partners?</li><li>• Competitive Intrusion: How are you assessing and outmaneuvering new threats?</li><li>• Consumer Trends: Are you ahead of the curve or chasing it? How do you know?</li></ul> No fluff, just actionable insights for leaders who want to win.
9:45 – 10:00 a.m.	<b>Networking Break</b>
10:00 a.m. – 12:30 p.m.	<b>1:1 Meetings</b>
12:30 – 1:30 p.m.	<b>Lunch</b>
1:45 – 4:00 p.m.	<b>1:1 Meetings</b>
4:00 – 4:15 p.m.	<b>Networking Break</b>
4:15 – 5:00 p.m.	<b>Thinking &amp; Drinking</b>  <i>Mitch Morrison</i> , Vice President, Retailer Relations + Event Content Director, Informa
5:00 – 6:00 p.m.	<b>Reception</b>
6:00 p.m.	<b>Dinner on your own</b>

## Day 3 - Wednesday, May 13

7:30 – 8:30 a.m.

### **Breakfast**

8:30 – 9:15 a.m.

### **5 Keys to Maximizing Your Alcohol Portfolio**

*Dave Williams*, President, Bump Williams Consulting

Cooler space is cramped, planograms are misaligned, the economy is leaving consumers penny-conscious, and alcohol sales have paled in comparison to its non-alc sibling.

Is this trend reversible?

Beverage savant Dave Williams believes the convenience channel is leaving too many dollars on the table in the alc-bev space. Delving into RTDs, THC-infused beverages, wine and the multiple tiers within beer, Williams will share best-in-class portfolio practices certain to grow your alcohol sales.

9:15 – 9:45 a.m.

### **Retailer Panel**

*Amanda Falitz*, Category Managers, Packaged Beverages, bp  
*Anna Bettencourt*, Director of Category Management & Strategies, Yatco

9:45 – 10:00 a.m.

### **Networking Break**

10:00 – 10:45 a.m.

### **Every Inch Must Earn!**

*Colin Dornish*, Founder/CEO, CSD Solutions

AI, Retail Media & Loyalty 2.0 in Action—transforming the cold vault into a dynamic profit engine where every SKU, every facing, and every inch of space is optimized in real time to maximize GMROI, drive incremental sales, and ensure every product earns its place.

10:45 – 11:00 a.m.

### **Closing Thoughts**

*Mitch Morrison*, Vice President, Retailer Relations + Event Content Director, Informa