



Welcome Letter

May 11 - 13, 2026
The Westin Chicago Lombard | Lombard, IL

Welcome to Cold Vault Forum

Refresher.

Protein.

Chiller.

Wellness.

Innovation.

A nutrition store? Well, sort of. Today's packbev still features straight-forwarded soft drinks and straight-up water. But increasingly, beverage customers are likely to eye gut health, pre- and probiotics, increased protein, cleaner/artificial-free wellness hydration, and maybe, just maybe, a thc-infused RTD.

And whether your focus is on the alcoholic side or non-alc, or possibly both, we've got you covered.

We are thrilled to welcome you to a fantastic lineup of experts, from data specialists to category tacticians to strategic provocateurs to retailers who will share some insights into their cooler strategies.

Our team of speakers includes:

- **Sally Lyons Wyatt**, Circana's Global EVP and Chief Advisory, dives deeply into the winners, losers and emerging segments within the cooler space. This category driver is increasingly complex. There are few better than Sally in helping us navigate both the alcohol and non-alcohol sections through Circana's exclusive data.
- **Dave Williams**, often known as the son of veteran alcohol beverage expert Bump Williams, is one of the most thoughtful and creative thinkers. He will launch us into some common mistakes, fresh opportunities, and subtleties that can elevate our alcohol selection.
- **Nik Modi**, the managing director at RBC Capital Markets, is known for not only just thinking out of the box, but discarding the box altogether. Rather than simply micro-focusing on your skus, Nik will challenge us to embrace cultural relevance and how that approach will reimagine how we look at the cooler doors.
- **Richard Poye**, the respected retailer and founder of Food Trends Think Tank, challenges us to be honest as to whether we're ahead of the curve or chasing it. His presentation looks at potential headwinds and tailwinds, and how we work with our suppliers. Get ready to think quite differently after this session.
- **Colin Dornish** is an agitator, and we say that in the most complimentary of ways. The former retailer and founder of CSD Strategies contends that too many skus are in our doors more out of habit and slotting fees than out of consumer demand. Colin will offer thoughts on how to make each sku earn its space in our sets.

Mitch Morrison, CSP VP of Retailer Relations + Event Content Director