



# Getting Into Retail

A one day workshop designed for businesses interested in learning about what it takes to be successful selling into the retail food market.

## You will learn about:

- Evaluating your business readiness
- Connecting with retail food buyers and brokers
- Presenting your product to food and grocery buyers
- Retail distribution channels
- Getting in and staying in the retail game
- Making sure your product stands out

## Content for the Day

### Setting the Stage

An overview of the retail food market including, key market drivers, market trends and the pros and cons of selling in this market channel.

### Know Your Customer

Explore strategies for identifying your target market, building your customer base and growing your business.

### Getting Started

Everything you need to know before you start selling retail from packaging and labeling requirements to food safety regulations.



## Experiential Speakers

A retail food buyer and producer speakers will share their experiences and insights on successfully getting into retail.

## Registration and Information

**Date:** Tuesday, March 3, 2020

**Registration deadline:** February 25, 2020

**Location:** ATB Entrepreneur Centre  
4234 Calgary Trail NW, Edmonton

**Time:** 9:30 a.m. – 4:00 p.m.

## To register:

<https://atbentrepreneurcentre.com/events/getting-into-retail/>

## For More Information contact:

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