

FOR IMMEDIATE RELEASE

Shoptalk Launches *Grocerytalk*, a New Program for the Grocery and Consumer Packaged Goods Industries

Shoptalk Partners with Food Marketing Institute to Support Grocerytalk

NEW YORK, NY and ARLINGTON, VA – June 20, 2017 – Shoptalk, the organizer of the world’s most important events for retail and ecommerce innovation, announced today the launch of *Grocerytalk*, a new program for the grocery and consumer packaged goods industries to take place during Shoptalk on March 18-21, 2018, at the Venetian in Las Vegas. *Grocerytalk* will include content, networking and other unique experiences that focus on the evolution of how consumers discover, shop and buy groceries and consumer packaged goods in a digital age, including the latest technologies, trends and business models. FMI will support the development and marketing of *Grocerytalk*.

Shoptalk is an unprecedented platform for large retailers and brands, venture-backed direct-to-consumer startups, tech and Internet companies, investors, media, Wall Street analysts and others to come together in an open and friendly environment to learn, collaborate and evolve. Through Shoptalk’s unique Hosted Retailers & Brands Program, individuals from established retailers and brands who engage with Shoptalk exhibitors and sponsors in up to eight 15-minute meetings (that’s just 2 hours over 4 days at Shoptalk) can apply for complimentary tickets to attend Shoptalk as well as a \$750 travel/hotel reimbursement. Shoptalk expects more than 1,000 retailers and brands to participate in the Hosted Program, across more than 5,000 meetings.

“Since we launched Shoptalk just over two years ago, we’ve created an entirely new and modern retail and ecommerce narrative and community of innovators, breaking down major, now-stale silos across the industry,” said Anil D. Aggarwal, founder and chief executive officer of Shoptalk. “Our third U.S. event is tracking for over 7,500 attendees up from 5,600 in 2017 and 3,100 in 2016—making Shoptalk the largest American conference for retail and ecommerce innovation.”

Aggarwal continued, “We are excited to partner with FMI, which will support us on all aspects of *Grocerytalk* as we bring innovation in the grocery and consumer packaged goods industries together with many other verticals for a comprehensive view of disruption. Working with FMI is a breath of fresh air in an industry where many have not even started the critical transition from the legacy normal to an obvious and imminent new normal.”

“Quite bluntly, moving our tech focus into the context of Shoptalk with the launch of *Grocerytalk* allows us the best of two worlds – maintaining the capacity to focus on the unique retail and ecommerce needs of food, but doing so in the grander, more possibility-rich context of the retail world’s exploration of the topic,” said FMI president and chief executive officer, Leslie G. Sarasin. “In sunseting our traditional trade show, FMI Connect, FMI promised its

members a bolder and more deliberate events strategy. Just as technology evolves, so too will FMI and its portfolio of member services and benefits.”

About Shoptalk

Shoptalk organizes the world’s most important events for retail and ecommerce innovation. Shoptalk events represent unprecedented gatherings of individuals and companies reshaping how consumers discover, shop and buy. Each event provides a platform for large retailers and branded manufacturers, startups, tech companies, investors, media and analysts to learn, collaborate and evolve. The next U.S. event will be held on March 18-21, 2018 at the Venetian in Las Vegas. For more information, visit [www.shoptalk.com](http://shoptalk.com). Follow @shoptalk. Get tickets for Shoptalk here: <http://shoptalk.com/register>

About FMI

Food Marketing Institute proudly advocates on behalf of the food retail industry. FMI’s U.S. members operate nearly 40,000 retail food stores and 25,000 pharmacies, representing a combined annual sales volume of almost \$770 billion. Through programs in public affairs, food safety, research, education and industry relations, FMI offers resources and provides valuable benefits to more than 1,225 food retail and wholesale member companies in the United States and around the world. FMI membership covers the spectrum of diverse venues where food is sold, including single owner grocery stores, large multi-store supermarket chains and mixed retail stores. For more information, visit www.fmi.org and for information regarding the FMI foundation, visit www.fmifoundation.org.

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