



WHAT IS THE EMERGING BRANDS MARKETPLACE?

The California Grocers Association has created a unique opportunity designed to connect new, innovative consumer brands with California’s grocery retailers. These one-on-one, 5-minute “pitch sessions” provide the perfect forum to meet up to 10 California grocery retail buyers in rapid succession, explain your product’s unique attributes and potentially win the next appointment.

WHAT IS AN EMERGING BRAND?

Emerging brands are new, boutique products that are just beginning to introduce themselves to the California consumer market. These brands often offer unique product characteristics, a strong appeal to niche consumer markets and demonstrate high growth potential. Increasingly, these brands also offer retailers a unique point of differentiation with their competition.

IS THERE A COST TO PARTICIPATE?

Other than conference registration, there is no additional cost to participate. Vendors must meet certain qualifications (listed below) and be selected to participate in the Emerging Brands Marketplace.

Qualifications:

- Must be registered to attend the CGA Strategic Conference
- Must meet the definition of an emerging brand
- Must have a completed application – Submission deadline: September 6, 2019

*Please note: CGA Strategic Conference sponsoring companies are not eligible to participate in the Emerging Brands Marketplace.

Openings are limited. Qualified candidates must complete and submit their application by September 6, 2019 and will be notified of status by September 12, 2019.

What can I expect onsite?

- Check in 10 minutes before your appointed session for your assigned starting table.
- The Marketplace will be set with retailers at numbered tables and vendors will rotate from table to table for 5-minute product pitches.
- Vendors will not be notified of the specific retailers participating in the Marketplace – come prepared for a variety of retailers.

APPLICATION: Complete the form and submit to Maria Tillman, mtillman@cagrocers.com, by September 6, 2019 for consideration.

Name _____

Title _____

Company _____

Phone _____

Email Address _____

Company website _____

Product/service description _____

Please describe your product’s unique market or point of differentiation.

Please describe your current market penetration in California.

Illuminator Member: Yes No Not sure