

2024 CGA Strategic Conference

EMERGING BRANDS PITCH CONTEST

Tuesday, October 1, 2024 | Palm Springs, CA



navigatorlighthousefoundation.org



cagrocers.com

The California Grocers Association and the Navigator Lighthouse Foundation have partnered to launch a rare opportunity for emerging consumer brands to secure placement in California's diverse grocery marketplace.

Six lucky food entrepreneurs will have the exclusive opportunity to pitch their product to retail decision makers during the 2024 CGA Strategic Conference. Contestants will have five minutes to take the stage to deliver their best pitch to win over the audience of industry decision-makers from national companies to large regional chains, ethnic specialty supermarkets and quality independent operators. Winners will walk away with unique prizes and business connections to help their brand reach the next level.

Program Highlights include:

- "Golden Ticket" opportunities to be fast-tracked onto retailer shelves
- Industry veteran mentorship with major consumer brands, distributors, brokers and retail buyers
- On-site sampling opportunities
- Social media promotion opportunities
- Funding opportunities
- Best of Show prizes including RangeMe Pro Membership valued at \$2,499/year



Selected emerging brand participants must register to attend the CGA Strategic Conference (\$900/person) and cover any related travel and product sampling expenses.



CRITERIA TO APPLY

- Must be retail-ready and capable of promptly shipping products to California retailers upon acceptance into a retailer.
- Must purchase a registration to attend the CGA Strategic Conference in Palm Springs, September 29-October 1, 2024.
- Grocery annualized sales must be in the range of \$250k- \$3 million.
- Company must be under 5 years old.
- Must have a distribution supply chain network (such as UNFI, KEHE, C&S, DPI).
- Will not qualify if they have participated in CGASC Emerging Brands Sessions in the past.
- Sales pitch must explain your go-to-market and promotional strategy.

APPLY NOW

cgastrategicconference.com/pitchcontest
or look for our campaign on RangeMe.

Past First Place Winners:



Each year, the CGA Strategic Conference helps retailers and brands strategize their business for the coming year and connect with the partners that will help you achieve your goals. This uniquely configured event attracts more than 800 retailers, manufacturers and service providers for education, customized meeting schedules, and impactful social events.

For a list of Participating Retailers, visit CGA Strategic Conference website and click on "Who's Attending" in the menu bar: cgastrategicconference.com

Submission deadline is July 29, 2024 and selected companies will be notified by August 16, 2024.

