



2019 REFRESH AGENDA



October 14-17, 2019 | The Don CeSar Hotel, St. Pete Beach, Florida



Monday, October 14th

- 10 AM – 4 PM Vendor Set-Up
- 4 PM – 5 PM Hotel Check-in and Registration
in the lobby
- 6 PM – 9 PM Welcome Reception
at the Rowe Pavilion, Don Cesar Hotel
- Live Band
 - Cigar Rolling
 - Open Bar and Heavy hor d'oeuvres



THEME OF
THE DAY:
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Tuesday, October 15th

8 AM – 9 AM

Registration and Breakfast

9 AM – 4 PM

Sessions

Welcome and Introductions

Shamus Hines, CEO, ADC

FreshIQ™ Overview

Joydeep Roy, CTO, ADC

The State of Fresh

The Power of Fresh Across Departments and How Retailers are Winning the War on Share of Stomach

Anne-Marie Roerink, Principal 210 Analytics

Waste Prevention Techniques from an Industry Pro and Food Waste Expert

Chris Hill, Food Cloud

The Labeling Dilemma

How to Navigate the Maze of Regulations around the Upcoming Nutrition Labeling Changes

Samantha Dietle, Hogan & Lovells

Confessions of a Digital Fresh Professional

Explore the Paths Taken by an Industry Pro Setting up E-Commerce for Both Food Retail and Foodservice Industries

Art Sebastian, Casey's

Epson Previews Color Label Printing

4 PM – 5 PM

Tech Time & Cocktail Hour with Sponsors

7 PM – 10 PM

Dinner at Beach Pavilion, Don Cesar

- Live Band
- Open Bar



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Wednesday, October 16th

8 AM – 9 AM

Breakfast

9 AM – 12 PM

Sessions and Breakouts

Straight from the Consumer's Mouth

A Panel of Consumer's React to the Changing Landscape of Fresh

Breakout Sessions on:

- ADC's Move to SaaS
- Fresh Analytics and Dashboarding
- Fresh Ordering
- Produce Traceability
- C-Store Kitchen Management

12 PM – 1:30 PM

Lunch

Chef Cooking Class
Demonstration of a
Meal Kit



1:30 – 4:30 PM

Group Round Tables:

- A discussion of latest trends in data driven insights for managing fresh
- Effective Food Waste – what is the right balance and how can we find it?

4:30 PM – 5 PM

Closing Remarks

Shamus Hines, CEO

7 PM – 10 PM

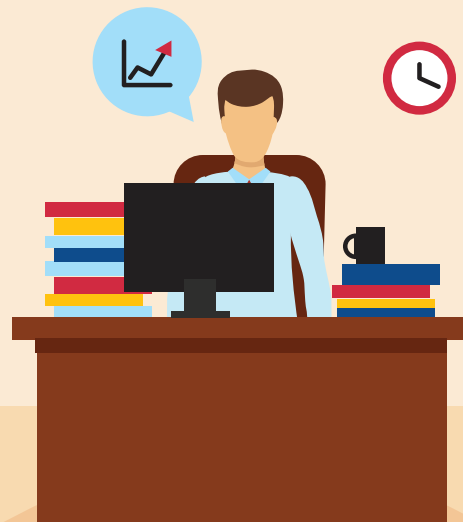
Dinner at off-site Location

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THEME OF
THE DAY:
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Thursday, October 17th

- 8 AM – 9 AM Breakfast
- 8 AM – 9 AM PIC Break-Out Meeting on FreshIQ™ Beta Testing *(Invitation Only)*
- 9 AM – 12 PM FreshIQ™ Platform Demonstrations *(Customers Only)*
- Recipe Management
 - Labeling
 - Inventory/Waste Capture
 - Production Planning and Fresh Ordering



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