

TOPICS

MMR

MEETINGS SHOWS

SEPTEMBER 2016

11-14 — ECRM: Health Care, Hilton Chicago/Oak Brook Hills Resort & Conference Center, Oak Brook, Ill.

11-14 — FMI: Energy and Store Development Conference, Sheraton New Orleans Hotel, New Orleans.

11-15 — ECRM: School & Office Supplies, Hyatt Regency Jacksonville Riverfront, Jacksonville, Fla.

18-21 — FMI: Annual Business Conference, JW Marriott, Chicago.

26-27 — PLMA: Washington Conference, Grand Hyatt Washington, Washington, D.C.

26-28 — SHOP.ORG: Retail's Digital Summit, Kay Bailey Hutchinson Convention Center, Dallas.

27-30 — RILA: Retail Sustainability Conference, Gaylord National Resort and Convention Center, Washington, D.C.

28-Oct. 2 — GMDC: 2016 GMDC Health Beauty Wellness Marketing Conference, JW Marriott San Antonio Hill Country, San Antonio.

OCTOBER 2016

2-4 — ECRM: Diabetes/Clinical Programs, Health & Wellness Solutions, Sheraton Grand at Wild Horse Pass, Chandler, Ariz.

2-4 — ECRM: Contract Manufacturing/Packaging/Logistics for Beauty and Personal Care, Sheraton Grand at Wild Horse Pass, Chandler, Ariz.

25-27 — RILA: Retail Law Conference, InterContinental Buckhead, Atlanta.

25-27 — SQF/FMI: International Conference, Loews Royal Pacific Resort at Universal Orlando Resort, Orlando, Fla.

NOVEMBER 2016

6-8 — ECRM: On-Premise Adult Beverage, Westin Cape Coral Resort at Marina Village, Cape Coral, Fla.

7-9 — ECRM: Foodservice Natural, Organic and Better For You, Westin Cape Coral Resort at Marina Village, Cape Coral, Fla.

13-15 — ECRM: Pharmacy Technology, Services and Automation, Hilton Palacio del Rio, San Antonio.

Hy-Vee Lauded By NACDS-PAC

BOSTON — Hy-Vee Inc.'s engagement in the political arena on behalf of pharmacy interests has been formally recognized by NACDS-PAC, the political action committee of the National Association of Chain Drug Stores, which on August 6 bestowed its Politically Engaged Pharmacy (PEP) award to the West Des Moines, Iowa-based supermarket chain.

"We present the PEP award to a person or company that has made a big difference in advancing community pharmacy with policy makers so we can do more to serve our customers and patients," said Richard Ashworth, president of pharmacy and retail operations at Walgreens Boots Alliance Inc. and chairman of NACDS-PAC. The political committee contributes funds to congressional candidates who advance pro-patient and pro-pharmacy positions, according to NACDS.

Ashworth presented the award to Hy-Vee chairman and chief executive officer Randy Edeker at the Political Involvement Reception held during this year's NACDS Total Store Expo. Edeker was NACDS chairman from April 2015 to April 2016.

Headquarters Upgrade In Works at Dollar Tree

CHESAPEAKE, Va. — Dollar Tree Inc. said it is renewing efforts to expand its headquarters, a \$110 million project that was put on hold while the company pursued its takeover of Family Dollar and the merger of the two retailers' operations.

Dollar Tree succeeded in 2013 in getting the 70-acre property rezoned to permit the development. Its plans call for "a broad mix of possible uses such as retail, office, civic, hotel and multifamily, as well as a public parking deck."

"Dollar Tree has seen tremendous growth over the past 30 years," Bob Sasser, the company's chief executive officer, explained in a statement. "We have grown from a small number of stores to a leading retailer with more than 14,000 retail stores across North America. To facilitate our continued growth, we are investing in the development

Insights on Hispanic Shoppers

CHICAGO — IRI this month released the eighth in its series of HispanicLink reports to equip consumer products goods leaders with key insights needed to

achieve significant growth through highly effective targeting and activation of Hispanic shoppers.

The latest version includes new information about Hispanic shoppers' path to purchase CPG products, with a particular focus on the group's widespread adoption of e-commerce as a purchase channel, IRI said.

Key findings from HispanicLink identify plans among Hispanics to boost their online purchases of grocery products from large retailers at a significantly faster pace than non-Hispanic shoppers. And Hispanics are more likely to make comparisons across retailers when buying groceries online, especially those who are bilingual.

"Every year we do an in-depth study on Hispanics' shopping behaviors, and our most recent research takes a closer look at their shopper journey, including specific insights about the channels they shop, specific products they purchase as well as their adoption of e-commerce as a convenient and affordable means to do their shopping," said Larry

of corporate facilities."

The expansion project is expected to employ 600 people, the company said, and bring new restaurants and other businesses to the area. The project is made possible in part by financial incentives from the City of Chesapeake and the Commonwealth of Virginia.

Giuliani to Speak at NRF Protect

WASHINGTON — Rudy Giuliani is the first keynote speaker lined up to address 2017 NRF Protect, the annual loss prevention conference sponsored by the National Retail Federation (NRF). "Only NRF Protect brings you big-time inspiration from speakers like Giuliani who offer unique perspectives on your mission to protect," NRF said.



Many Walmart pharmacy departments include bilingual signage

Levin, executive vice president of consumer and shopper marketing for IRI. "Hispanic Millennials in particular are a very large consumer segment and are very digitally savvy, so our research will help CPGs customize their marketing efforts to achieve optimal results among this core growth target."

IRI's HispanicLink suggests four strategies for taking advantage of trends among Hispanic shoppers:

- Make a connection early. Target young "Hispenials" — who tend to seek out large amounts of brand information — and engage with them early.
- Embrace biculturalism. Make it easy for shoppers to switch between English and Spanish by adapting product packaging, advertising and marketing. It's not just about language, it's essential to present relevant content.
- Create an engaging experience. Offer the opportunity to touch product, design visually interesting displays, and promote interaction with in-store personnel.
- Encourage connection throughout the shopper journey. Promote online and off-line feedback, provide opportunities to connect with brands and retailers, solicit product and shopping experience reviews and make

customer service a priority.

Hispanics are a highly diverse group, the report said, based on such factors as age, income, specific needs and language preference — English-preferred, bilingual or Spanish-preferred.

Hispanics represent a desirable demographic for CPG in e-commerce, based on their sheer and growing market size, overweighting toward youth, spending power and digital engagement, according to IRI.

The report noted six segments of e-commerce shoppers in the United States, defined by their attitudes and behaviors about the activity: e-shopping enthusiasts, variety seekers, review seekers, selective e-shoppers, e-shopping resisters and e-shopping avoiders. Hispanic consumers are disproportionately prominent in two of the most active online shopping segments — e-shopping enthusiasts and review seekers — providing unique growth opportunities for CPG companies, which can leverage this knowledge and refine their marketing efforts, according to the report.

Hispanics tend to shop online more than others in several critical categories, including cosmetics, fragrances and beauty, and general household products, IRI said.

The 2017 conference is set for June 26 to June 28 at National Harbor, Md., a development on the Potomac River about eight miles from the National Mall in Washington, D.C. The conference will feature educational sessions on a variety of security issues and provide a forum for loss prevention experts to address the challenges confronting retailers.

HEARD AROUND

- The consensus is that the NACDS Total Store Expo in Boston earlier this month was the most productive, compelling and entertaining installment of the show in its four-year history.
- The growth of Dollar General, which recently launched its 13,000th store, in Birmingham, Ala., shows no signs of slowing down.