



Game-Changing Retail Leaders



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



Game-Changing Retail Leaders, presented by SAP
Wednesday at 11 AM Pacific /2 PM Eastern
December 19th 2018: Getting Fresh: The Last Battlefield for Grocery

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The buzz: “The odds of going to the store for a loaf of bread and coming out with only a loaf of bread are three billion to one” (Erma Bombeck). In the battle for the future food shopper, no grocery area is more important or relevant than fresh foods. Why? Anyone can sell Cheerios. It’s the produce, meat, seafood and service deli/bakeries that make or break a good meal. Traditional grocers say they and only they can deliver center-of-the-plate dinner for in-store and digital consumers. How? The experts speak. Chris Evans, ADC: “To succeed in life, you need three things: a wishbone, a backbone

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Featured Guests



Chris Evans

Chris Evans, Sales Director, leads Applied Data Corporation (ADC) EMEA business. Mr. Evans holds an Economics degree from the University of Leicester.

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Rick Stein

Rick Stein, VP of Fresh Foods at FMI, is responsible for developing a portfolio of services and activities to assist members in formulating and executing their fresh food strategies.

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Randy Evins

As Senior Principal, Randy Evins leads business development and thought leadership activities for SAP America’s Food and Drug Retail vertical.

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