

# GROCERY SWEET & SAVOURY SUMMIT

NOVEMBER 9 & 10  
2016 - PARIS

NEW THIS YEAR:  
EXTRA MEETINGS OPTION  
-CO-PACKING BUYERS  
-WABEL WORLD



Special Focus 2016  
Free from  
Organic  
Healthy

one-to-one smart business meetings,

only selected private label manufacturers, 100 Grocery buyers from the  
leading European retailers and food service companies.

**WABEL**

appetizers • baby food • bread • canned food • crisps & snacks • pet food • ready meals • seasoning • soups & sauces • starchy food  
ambient desserts • biscuits • breakfast • canned fruits • confectionery • dry bakery • hot drinks • industrial pastry • seasonal confectionery • sugars & pastry aids • other

# WHAT ARE WABEL SMART MEETINGS ?

The unique place to **meet and network** with the most important buyers.



- **BUSINESS MEETINGS** : buyers and suppliers meet each other behind closed doors, in pre-organized meetings.

- **VIP SPRINT** : category managers and purchasing directors visit your stand.

- **RETAILERS INSIGHTS** : Leading retailers share valuable information on their purchasing strategy and organization.

- **WABEL CONFERENCES** : World-class experts deliver latest marketing informations and trends on frozen product categories.

- **NETWORKING** : Business lunches, awards ceremony & cocktail.



# New Extra Meetings Option !

-Co-Packing Buyers

-Wabel World

## What Wabel World can bring you ?

- Pre-scheduled business meetings with large buyers and importers from Europe and outside Europe (USA, Asia, Middle East, Africa)
- A unique opportunity to increase your business worldwide

## What Co-Packing can bring you ?

- Meet the largest international food brands in face-to-face meetings
- Diversify your customers portfolio
- Present your industrial know-how to new potential buyers



# ALL YEAR SERVICE ONLINE WWW.WABEL.COM

- 1 Prepare your meetings  
receive key information on buyers
- 2 Increase your product exposure to buyers  
through your online catalogue
- 3 Get purchasing groups key information  
(Wabel store-check, IRI, ...)
- 4 Receive sourcing requests all year long  
exclusively in your product categories
- 5 Follow-up with your dedicated Wabel consultant



# BUYERS' PROFILES

More than **100 buyers** & category managers from Europe's largest retailers are coming to source products from new suppliers to differentiate themselves.

**L**arge retail chains

**F**ood service

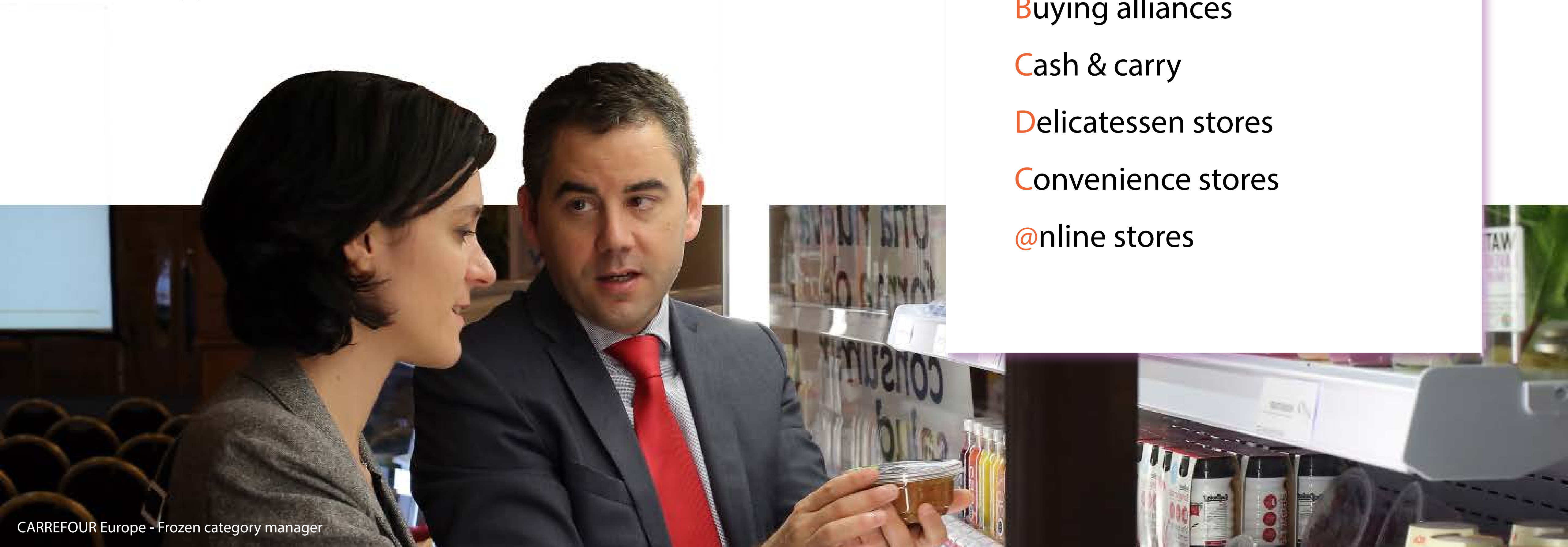
**B**uying alliances

**C**ash & carry

**D**elicatessen stores

**C**onvenience stores

**@**nline stores



# BUYERS' TESTIMONIALS



"This is a highly targeted and focused way of making the right connections for you and your company, and helping you achieving successful business partnerships."



"The success rate so far feels very very high. Seventy percent of those meetings will lead on a second meeting."



"Wabel with their online and offline tools helps us to have an exhaustive view of the qualified private label suppliers universe in Europe."



# GET PREPARED !

- Prepare yourself : Concise presentation of your company / products.
- Know your customers : Do your homework on each retailer by checking their profile and store on wabel.com.
- Leave a trail : Have enough namecards and documentation.
- Know your prices : Be ready to give precise price ideas on various volumes and destinations.
- Let them taste : Bring samples with you to each meetings.
- Go straight to the point : Prepare 2mn and 5mn elevator pitches about your company and products.



## PROGRAM

9  
November

8:30am Welcome  
Opening conference  
Retailer insights  
**Business meetings**

Networking lunch

**Business meetings**  
Retailer insights  
**Business meetings**

Wabel awards ceremony  
& networking cocktail

10  
November

9am Conferences  
**Business meetings**  
Retailer insights  
**Business meetings**

Networking lunch

**Business meetings**  
6pm Closing

# PARTICIPATING RETAILERS (non exhaustive)





# AMONG SUPPLIERS





Thank you,  
see you at the summit !

GROCERY  
SUMMIT  
NOV. 9 & 10  
P A R I S

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Our partners :



Global Retail Brands