



2019 Expo Agenda

DATE: Monday, September 9, 2019

TIME: 1:00PM – 1:45PM

LOCATION: Rooms 2015 - 2018

Grow Your Wholesale Accounts with the Perfect Buyer Pitch

Developing a food or beverage product is one thing, but successfully getting it to market and ensuring that it will sell requires some additional strategizing. During this session you will hear from a leading food business consultant who will take you through what it takes to get on the retail shelf, and best practices for building successful relationships with wholesalers.

Featured Speaker



Allison Ball,

Founder, Retail Ready™ & Allison Ball Consulting

Alli Ball is the founder and principal of [Allison Ball Consulting](#), helping food industry professionals succeed in launching & growing their packaged food businesses through her one-on-one consulting and online group course, *Retail Ready™*. Alli helps producers understand what it takes to get their products on the retail shelf- and keep them there- by sharing the behind-the-scenes secrets and thought process of wholesale Buyers as they assess new products for their stores or online marketplace.

Prior to launching her consulting business five years ago, Alli was essential in the development of the [Bi-Rite Family of Businesses](#), sourcing product & consulting hundreds of up-and-coming food businesses for years on 18th Street, and then as Head of Grocery & Store Manager at Divisadero, building and managing a team and operations to support the majority of the products in the store.

Outside of her consulting, Alli volunteers her time for [The Good Food Awards](#), as an advisor for [La Cocina](#) and as a mentor for [The Food Business School](#), and [FMI Emerge](#).

How to Register

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