



# RETAIL ROADMAP

CGA STRATEGIC  
CONFERENCE 2022

## DISCOVERING NEW ROADS Emerging Brands Pitch Contest

The California Grocers Association and the Navigator Lighthouse Foundation have partnered to launch a rare opportunity for emerging consumer brands to secure placement in California's diverse grocery marketplace.

Ten lucky food entrepreneurs will have the exclusive opportunity to pitch their product to retail decision makers during the 2022 CGA Strategic Conference. Contestants will have five minutes to take the stage to deliver their best pitch to win over the audience of industry decision-makers from national companies to large regional chains, ethnic specialty supermarkets and quality independent operators. Winners will walk away with unique prizes and business connections to help their brand reach the next level.

### Program Highlights include:

- "Golden Ticket" opportunities to be fast-tracked onto retailer shelves.
- Industry Veteran Mentorship with major consumer brands, distributors, brokers and retail buyers.
- Meaningful "best of show" prize packages with promotional kick-starter campaigns to boost brand awareness, exposure, and direct access to retail decision-makers.
- On-site sampling opportunities.
- Social media promotion opportunities.
- Funding opportunities.

Selected emerging brand participants must register to attend the CGA Strategic Conference (\$800/person) and cover any related travel and product sampling expenses.

**APPLY NOW — [cgastrategicconference.com/pitchcontest](https://cgastrategicconference.com/pitchcontest)**

*Eligible companies must meet the following criteria to apply: Brands must be retail ready, able to ship product to California retailers starting October 1, 2022. Existing sales must be in the range of \$100k - \$2mm and access to a distribution network (UNFI, KEHE, C&S, DPI). Company must be under 10 years old and have not participated in CGA's Emerging Brands Sessions in the past. Founders must be available to attend the CGA Strategic Conference in Palm Springs (September 25-27, 2022).*



[navigatorlighthousefoundation.org](https://navigatorlighthousefoundation.org)



[cagrocers.com](https://cagrocers.com)

Each year, the CGA Strategic Conference helps retailers and brands strategize their business for the coming year and connect with the partners that will help you achieve your goals. This uniquely configured event attracts more than 800 retailers, manufacturers and service providers for education, customized meeting schedules, and impactful social events.

**For a list of Participating Retailers, visit CGA Strategic Conference website and click on "Who's Attending" in the menu bar: [cgastrategicconference.com](https://cgastrategicconference.com)**

**Application submission deadline is July 31, 2022 and selected companies will be notified by August 12, 2022.**