WHAT'S IN STORE LIVE!

2025 RECAP



IDDBA

TABLE OF CONTENTS

What is What's in Store Live 3

Guiding Trends 4

WISL Partners and Sponsors 5

Meet the Team 9

Workshop Schedule 20

Champions of Change 28

Cooperative Education Internship 32

Salumi'd 34

Cake'd 36

Career Connection Live 38

Case Concepts 39

Featured Partners & Products 56



IDDBA 2025 International Dairy Deli Bakery Association

WHAT IS WISL?



WHAT'S IN STORE LIVE!

I want to start by expressing my sincere appreciation and gratitude to all the partners, sponsors, and What's in Store Live team members who make our "show within a show" a fun and innovative destination for attendees at the IDDBA's annual trade show.

What's in Store Live is an area within the IDDBA show that is designed to illustrate the information published in our What's in Store digital publication, as well as the trends and innovations that have emerged throughout the year. It's a place where data meets real-world applications, where you can taste trends instead of just reading about them, and see some of the most innovative products in our industry. It's also a space to celebrate the industry and showcase the year-round programs offered by the IDDBA, including scholarship opportunities, internships, training, and certifications.

What's in Store Live is orchestrated by a team of leading industry professionals, including manufacturers, brokers, consultants, and retailers. This volunteer-based program partners with members and sponsoring companies to bring the space to life.

The team starts the conceptualization process in January and completes the final execution of the area in just three short days at the show site. The space is provisioned with sponsored products, equipment, and fixtures, creating an engaging and immersive experience for attendees.

If you have any questions about how to get involved with WISL at IDDBA 2026, please contact WISL@iddba.org. New Orleans was a blast! See you in Orlando!

Heather Prach – Vice President of Education and Industry Relations
Michele Tietyen – Education and Industry Relations Coordinator
Miles Agatha-Currier – Education Coordinator
Emily Clevenstine – Education Coordinator
Jack Ince – Education Coordinator
Karen Tinglev-Hansen – Education Assistant

WHAT'S IN STORE

2025 TRENDS OVERVIEW

CHOP, CHOP

Efficiency and convenience are essential in modern meal preparation as consumers seek ways to simplify their routines without sacrificing quality. Pre-made meals or partially prepared elements are gaining popularity, allowing for quick and easy assembly rather than cooking entirely from scratch. Ready-to-eat options and meal kits have become staples. This enables consumers to spend less time in the kitchen while still enjoying delicious, satisfying meals. This shift reflects a growing preference for time-saving solutions that streamline meal prep without compromising flavor. By focusing on convenience and ease, brands can cater to the needs of busy consumers who value practical yet enjoyable dining experiences.

LIVE, LAUGH, LUXURY

Indulgence and quality are becoming key factors in the way consumers approach food. Many are upgrading or customizing pre-made items to create a sense of luxury and personalization. By making small changes, such as adding premium ingredients or unique garnishes, inexpensive items can be transformed into something that feels more indulgent and satisfying. Food is increasingly seen as a way to treat oneself, offering moments of enjoyment and comfort that feel luxurious. This shift also reflects a trend toward prioritizing quality over quantity, as consumers are more willing to purchase less but opt for better-quality options. By focusing on indulgence and elevating everyday meals, brands can connect with consumers who value both self-care and exceptional culinary experiences.

ENDLESS POSSIBILITIES

Innovation and diversity are driving forces in the food industry as consumers show a growing appetite for new and exciting products. There is an increasing demand for unique offerings that break away from the ordinary, catering to a desire for fresh ideas and novel experiences. This trend is complemented by a rising interest in multicultural foods and flavors. Consumers are seeking to explore global cuisines and broaden their culinary horizons. Seasonal or limited-time "pop-up" flavors add to this appeal, creating a sense of urgency and exclusivity that draws attention. By embracing innovation and diversity, brands can captivate consumers with products that are both original and culturally engaging, keeping them intrigued and coming back for more.

LESS IS MORE

Sustainability and reducing waste continue to be top priorities for consumers, driving significant changes in the food industry. Foods that serve multiple purposes and meet various customer needs simultaneously are highly valued, offering versatility while minimizing waste. Repurposing leftovers or creating products that encourage mindful consumption aligns with the growing consumer desire to reduce their environmental impact. Shoppers are increasingly making purchasing decisions based on sustainability, favoring products and packaging designed to be eco-friendly. By prioritizing less waste and sustainability, brands can appeal to environmentally conscious consumers while contributing to a more responsible and resource-efficient food system.

UNIQUELY YOU

Pop culture and social media are transforming the way consumers engage with food. This is sparking demand for exciting, unique, and unconventional flavor combinations or presentations. Unusual items, from bold mashups to quirky designs, create buzzworthy moments that make them irresistible purchases. Nostalgia plays a significant role, with consumers drawn to flavors or concepts that evoke memories of the past. Additionally, trends influenced by movie launches, popular shows, and celebrity endorsements drive interest, blending food with entertainment. Social media amplifies this influence, offering instant exposure and creating viral sensations. By aligning with pop culture and leveraging the power of social media, brands can capture attention and engage consumers in creative and memorable ways.

Get the full report in our 2025 What's in Store Trends Report. Launched January 1, and updated monthly to always provide the most current product and consumer insights available.

BETTER TOGETHER

IDDBA INTERNATIONAL DAIRY DELI BAKERY ASSOCIATION

WISL PARTNERS

PARTNERS

25/7 Digital Labs

AMG
ALDRIDGE MARKETING GROUP, INC.

BEST SANITIZERS INC.™

CGS Immersive

Circana.

flexeserve™

Hillphoenix
a DOVER company

LG Business Solutions

ISI

MAGNOLIA RIVER
MANUFACTURING CORP.

NEW ORLEANS CULINARY
NOCHI
EST. 2013
& HOSPITALITY INSTITUTE

RATIONAL

YERECIC LABEL

WISL SPONSORS

CO-SPONSORS

REAL CALIFORNIA MILK

FrieslandCampina

PLATINUM

atalanta
TO BE A PART OF EVERY *food experience*

europastry
We are bakers

grecian delight | KRONOS

kontos

oolie

DOUBLE L RANCH MEATS | LOWER FAMILY FOODS

LACTALIS USA

RESER'S FINE FOODS

RICH'S

Sara Lee FROZEN BAKERY

IDDBA 2025 International Dairy Deli Bakery Association

WISL SPONSORS

GOLD

American Beverage Marketers

Anthony & sons BAKERY

SINCE 1950 DELALLO

DESSERT HOLDINGS

Emmi Roth

expresco
Your Fire Grilled Protein Partner.

Ficacci 60 1964 2024

DONUT worry be happy
Lucky in every bite

Farmer-Owned LAND O LAKES

Ocean Spray INGREDIENTS

TOUFAYAN BAKERIES

UPPER CRUST

Volpi

SILVER

Agostino FOODS

ANCHOR PACKAGING

bel for all for good

BelGioioso

CHAMPIGNON HOFMEISTER

CLYDE'S DONUTS

Beano's Deli Condiment Company

DAMASCUS BAKERIES | BROOKLYN BRED

David's Cookies a bite above the rest

Ditsch PRETZELS SINCE 1919

EDWARD MARC Sweet Shop

FGF

SUMM! FOOD WITH HEART

fontaine santé

Fratelli Beretta 1812

GIVE & GO

HARLAN BAKERIES

Hormel Foods

ip

irca GROUP

J&J SNACK FOODS CORP

Odyssey Produced by Klondike Cheese Co.

KLT GLOBAL

Lantmännen Unibake

Mama's CREATIONS

Norseland

PLACON Simply Better Packaging

Pretzelized Snacks

Red Apple Cheese

Red Plate Foods

SWEET WHISK WHERE HOMEMADE MEETS GOURMET

Villaseñor Family Tradition Supremo Est. 1964

ZARO'S EST. FAMILY BAKERY 1927 NEW YORK CITY

WISL SPONSORS

BRONZE

SINCERELY, Brigitte
ASTURI
cafe spice
Champion FOODS
CINDY'S KITCHEN
cyril's foods
Dawn
DECOPAC
HOME STYLE JOHN MACY'S BAKERY
ecopack engineered to contain
CHICAGO Eli's CHEESECAKE
ENJAY CONVERTERS
FLAX4LIFE by Kasondra
General Mills Retail FOODSERVICE Bakery | Deli | Produce | Wholesale
GREENRIDGE NATURALS
INES ROSALES 1910
Joseph's
Knott's
Lawrence Foods Imaginative • Agile • Proven
lesley stowe raincoast crisps
LK
EST. 1961 MARY ANN'S BAKING COMPANY
novacart
PARMIGIANO REGGIANO
PASTRYSTAR SINCE 1986
BLACK KASSEL Bakery
PRESENTURE Strategy > Marketing > Sales Management
planet earth
SAVANNAH BEE COMPANY
SMART FLOUR
SUZY'S Cream Cheesecakes SINCE 1983
Unilever Food Solutions
Venus

MEET THE TEAM



Lindsey Abila

Deli/Prepared

Lindsey resides on the Mississippi Gulf Coast and works for Mid South Sales, a perishable broker based in Mandeville, LA. Since last year, she has added on a new role as Rich's " Topping and Icing Specialist" for AWG Gulf Coast division.
This is an exciting opportunity to enrich her skills, procure selling opportunities, and work more closely with the fabulous Rich's Bettercreme line of products. This is Lindsey's third year participating in "WISL".



Summer D. Aday

Bakery/Cake

Summer Aday is the Director of Prepared Foods for Woods Supermarket. Specializing in Bakery and Deli training, programs, and operations to keep the categories on trend and profitable. She is a member of the WISL Bakery Team and holds an IDDBA 2020 Champions of Change Award and IDDBA Advanced Management Certificate. She has a passion for Baking, creating and spending time with her Family and baby girl.



Sam A-Fattah

Cheese/Dairy

Over 25 years with Lowes Foods, as the Deli / Food service Senior Category Manager. He's been an integral part of Lowes Food's rebranding, especially around our Chicken Kitchen, Sammy's Pizza & Panini, Smokehouse concepts became involved with the IDDBA committee meetings and Retail Management Forums to give back to the Deli / bakery and food service community. Now a board member, He remains actively involved in the committees: Bakery, Professional Development, and International. Also assisting as part of the What's In Store Live team (WISL)
It has been great being part of the IDDBA Family, attending the IDDBA shows and being a member.



Rashema Ali

Cheese/Dairy

Lisa Ali began her career at a young age at Gelson's Markets. Through the span of 30 years, she moved up the ranks from clerk's helper to becoming a Cheesemonger, where she discovered her passion for specialty cheese. Being entrenched in this category, she fulfilled a desire to continue learning and connect that passion with her customers. As a result, she has built her expansive career from behind the counter to overseeing category growth and merchandising, facilitating educational virtual wine and cheese pairing classes, and training future Gelson's cheese talent. Education certification includes ACS Cheese Professional, ACS Sensory, IDDBA Salumiere, and WAFC Retail ManagementCertificate



Matt Allen

Deli/Prepared

My professional journey from 25 years as a classically trained restaurant chef to an R&D Product developer has been incredibly educational as well as rewarding. I have been with Reser's Fine Foods for almost 10 years. The family atmosphere of the company is great. When not working I enjoy everything outdoors Oregon has to offer.



Linda Avila

Cheese/Dairy

Linda has worked 25+ years in the Deli industry in a variety of roles and is currently the Vice President of Business Retail Development for Presenture. She was recognized as an Emerging Champion in the 2022 class of Champions of Change—an industry awards program that recognizes emerging and established leaders employed in the retail bakery, deli, foodservice, and dairy sectors. With her extensive knowledge, experience, and impressive drive to excel, Linda thrives in retail sales and brings repeated success to manufacturer clients and retailers.

MEET THE TEAM



Tabatha L. Blackwell

Bakery/Cake

With over a decade of experience in the bakery industry, I began my career in 2009 as a service clerk and worked my way up to bakery manager, honing my skills as a baker and cake decorator along the way. Since 2015, I have been thriving in the food broker business and currently serve as the Operations Manager at Mid South Sales. My passion for cake decorating and deep understanding of the industry drive my commitment to delivering quality and creativity in everything I do. I am customer-focused, adaptable, and collaborative, always striving to exceed client expectations and foster strong team dynamics. My love of learning and growing continuously inspires me to enhance my skills and knowledge in this ever-evolving field.



Essie Bootsma

Cheese/Dairy

I was a dairy farmer for 53 years and have been on the California Milk Advisory Board for 30 years. I have been working with the IDDBA for the last 22 years.



Lars Bjorklund

Cheese/Dairy

Born and raised in Wisconsin, it's no surprise Lars has found his passion in the world of Cheese. Passionate about learning and helping those around him succeed, Lars collaborates with a diverse group of customers and colleagues, conducting product trainings, in-store customer education and working and learning with some of the world's best cheese makers. As a solution provider to retailers across the country, Lars utilizes his experience in the deli industry and in research to identify product gaps and create solutions that impact sales growth. Leisure time for Lars looks a bit different these days with two energetic kids around the house. Things may be bit louder, but hearing his 5-year old yell, "Sell all the cheese, Dad!" is a great motivator.



Nicole Brickson

Deli/Prepared

Nicole Brickson is an Account Manager with Mid-South Sales, based in South Louisiana. With over 15 years experience, she specializes in the Deli sector and finds particular satisfaction in applying her skills to develop innovative applications, drive progress, and share her knowledge with others. Nicole's passion lies in the prepared foods industry, where she thrives on identifying emerging global trends and making them accessible to a wide audience. Outside of work, her enthusiasm for food continues (especially for King Cakes). She also enjoys learning and embarking on adventures with her dog, Blue.



Sheri Allen

Cheese/Dairy

Sheri has been working in the cheese industry since 2008 starting as a broker rep for a cheese importer. She fell in love with cheese as she taught retailers about the myriad of cheese styles and global cheesemakers where they come from. In 2015 Sheri created Artisanal Touch Events LLC with her team of specially trained ambassadors who conducted educational events for their clientele of Specialty Artisan Cheesemakers. Founder of Artisan Pairings by Sheri, she teaches cheese pairing/ education classes at cooking schools, trade shows, private groups, wineries, festivals, for the National Chaine des Rotisseurs, Virtually and Live across the globe. She is an authorized international educator for the U.S. Dairy Export Council with their Cheese Specialist Certification training curriculum. She has taught for the middle East, Japan and Singapore retailers on U.S. Cheese. She trained on her love of affinage with Mons Affineurs in France. Sheri became an American Cheese Society Certified Cheese Professional in 2015 and Certified Cheese Sensory Evaluator in 2018 (inaugural class). She was inducted into the Guilde des Fromagers in 2017. Inducted into the Chaine des Rotisseurs as a Maitre Fromager in 2018. She has judged at International Cheese Competitions. Sheri has volunteered with the IDDBA Cheese Merchandising Team since 2017. I love working with innovative colleagues to create the WISL concepts that IDDBA showcases.



Billy Buck

Deli/Prepared

2025 International Dairy Deli Bakery Association

MEET THE TEAM



Elaine Campbell

Deli/Prepared

My name is Elaine Campbell. I came to Lipari Foods with a background in accounting and sales at a food manufacturing company. My love for the food has given me the ability to work for amazing companies and has allowed me to develop and continuously grow my industry expertise in deli category food products.



Sheree Cardoos

Deli/Prepared

Sheree is an enthusiastic storyteller of all things specialty cheese, deli and bakery. With over 25 years in the specialty foods industry she comes with a vast experience of building brands and working closely with great Vendor Partners, Distribution, Retailers and Foodservice customers.
Sheree currently serves as the CMO for FoodLuma, We are a unique high touch, high service broker working within the specialty cheese, deli,bakery categories.
We love selling specialty foods. Everyone needs food to live, but food nourishes the soul as well and we want everyone to experience the great food we sell.
I am a member of the Guilde Internationale Des Fromage and American Cheese Society.



Rochelle Charlton

Deli/Prepared

Rochelle Charlton is a Sales Manager at UNFI with 25 years of grocery, restaurant, and food service industry experience assisting key accounts. Specializing in deli departments and prepared foods to maximize growth with attention to detail. Rochelle's passion for food is what drives her to continue to gain knowledge on industry trends while offering support to her retailers. She values integrity in products and people, as she feels this attribute is the key to success for any business. Her goal is to continue to build on her relationships with her customers and internal teams. Cooking continues to be her number one passion at home, while her family is often subjected to new recipes.



Lucia Conejo-Mir

Cheese/Dairy

Born and raised in Seville, she grew up surrounded by amazing ingredients and food. She fell in love with discovering new cultures, new foods, which drove her to live in countries like Austria or Germany, and that in turn steered her to the international trade sector. Her passion for food led her to one of the top Specialty food manufacturers in Spain, Ines Rosales. Since 2015 she's taken on different roles in the company, until in 2018 she took over the role of VP of Sales for the North America region, and has fallen in love with the Specialty industry in the US and the people in it.



Gayle De Caro

Cheese/Dairy

I have been in the cheese/deli industry for 44 1/2 years. I started out in the stores, moved up to supervision, promoted into my current position of Category Manager Specialty Cheese/Deli Merchandising. I over see procurement of specialty cheese, personnel and merchandising in 28 of stores.
I am an ACS CCP, ACS CCSE, Gelson's Wine Certification, WSET II, Inducted into the Guilde International des Fromage.



Melinda Dunn

Bakery/Cake

I have 22 years of experience in the grocery industry, specializing in bakery and deli. I began my career with Stater Bros. Markets in Southern California, managing bakery and deli departments during my tenure, before moving to Rich Products in 2014. I have spent the last 9 years at Rich's as a Technical Counselor within the In-Store Bakery and Deli-Direct Chains division supporting Wal-Mart; and most recently, Kroger and Target.

MEET THE TEAM



Jim Emmett

Partner

Grateful to be doing what I love every day! Thank you so much to all of our employees, customers, friends and family and the great folks at the IDDBA.



Alexis Flattmann

Deli/Prepared

I have knowledge in retail, brokerage, and distribution. I work as a deli/bakery merchandiser and assist stores in training and remerchandising their departments.



Brian Freeman

Deli/Prepared



John Gardner

Bakery/Cake

Bakery/Cake team member since 2016. IDDBA show attendee since 2004. Have worked at DecoPac for 20 years, specializing in the marketing of cake decor and retailer programs. Experienced in marketing, product, retail, licensing, and sales.



Casey D. Gorman

Bakery/Cake

Casey Gorman is a Bakery Specialist for FGF Brands with 20 years experience in food service, cake decorating, commercial baking and training bakery staff. She currently supports the Walmart and Sam's Club national account sales team for FGF. When Casey is not wrangling her four dogs and energetic 1 year old, she enjoys learning and sharing her passion for bakery with newcomers in the industry.



Shawn Guffy

Bakery/Cake

30 years with Albertsons, starting in the Bakery frying donuts and baking, Bakery Manager, Bakery/Deli Operations Specialist, Assistant Bakery Sales Manager, Assistant Store Director, Store Director, and Bakery Sales Manager

Favorite part of my job is innovating new Bakery items and bringing them to market.

Spend most of my time away from work with my family, playing with my toys, and on the river fishing.

2025 International Dairy Deli Bakery Association

MEET THE TEAM



Allen Hendricks

Cheese/Dairy

Allen Hendricks is a food professional with thirty years of sales and marketing experience. Today he is the National Sales Manager for Food Service and Culinary at the Klondike Cheese Company. In recent years, Allen has worked as the Director of Food Service, Ellsworth Cooperative Creamery, and the Vice President of Food Service and Education, for the Wisconsin Milk Marketing Board. Hendricks studied Human Nutrition and Restaurant management at the University of Nebraska. He also completed the culinary arts program at Culinary Institute of America Hyde Park and worked in various foodservice establishments, retail grocery, and the California wine industry.



Michelle Ihnot

Cheese/Dairy

Michelle has been with UNFI for over 30 years and has the respect of her peers and leadership. She also leads the Bakery | Deli | Specialty team for UNFI's Central Region. Michelle has supported the What's in Store Live Cheese merchandising team for 5 years and is very active in the industry and supporting IDDBA.



Christian Johnson

Cheese/Dairy

My name is Christian Johnson. I am a Bakery and Deli Specialist out of Pittsburgh Pa and I have been with UNFI for over two years.



Bethany Kohl

Bakery/Cake

Hi, I'm Bethany Kohl, I live in Pittsburgh, PA with my husband and 3 dogs. I have been with Rich Products for 5 years and decorating cakes for 15 years. Outside of work and cake decorating, I enjoy running, yoga, and traveling.



Jon Lange

Partner

For over a decade, I've been working specifically with grocery retailers on improving their customer's in-store experience. Prior to joining the outstanding team at LG Business Solutions, I helped retailers with decor, graphics, and lighting upgrades to enhance their store environments. And now digital signage is the 'next frontier' in improving the customer journey.



Daniel Lessem

Deli/Prepared

Chef Daniel currently works as Director of Education & Strategic Initiatives for RATIONAL Cooking Systems, manufacturer of best-in-class Multifunctional Cooking Technology, and inventor of the Combi-steamer. His role has him partnering with leading foodservice educators and institutions seeking to provide students and faculty with advanced cooking technology in the classroom. As a member of RATIONAL's elite Corporat Chef Team, Daniel keeps his finger on the pulse of trending developments among key industry operators and influencers.

MEET THE TEAM



Kent LeVan

Deli/Prepared

Chef Kent is one of the Culinary Arts Instructors, as well as the Curriculum Lead for the New Orleans Culinary & Hospitality Institute.



Frank Lewis

Bakery/Cake

I am all about faith, family, friends, food & fun! I love meeting new people and helping out whenever I can. My foodie roots started in the kitchen at home with my Gram. Since those early days, I've spent most of my life working in the food industry. I'm blessed to be part of the ENJAY family for almost 7 years now. Don't be shy... find me and say "Hi!"



Sarah Long

Deli/Prepared

Sarah Long, National Category Director of In-Store Bakery and Commercial Packaged Breads. I have worked for Albertsons for 10 years in numerous capacities to include Deli / Prepared Foods, Frozen, Private Label, Center of Store, Strategic Initiatives, and General Merchandise. Prior to food, I was in the US Army for 8+ years. I enjoy being outside, cooking, dancing, and spending time with my family and friends.



Michelle Love

Cheese/Dairy

Michelle Love has been with H-E-B for 36-years; her current role is a Merchandising Manager for the Made to Order Team. Her previous roles have been a Deli Manager, Deli Trainer, Associate Regional Merchant for Deli/Food Service. Michelle is a graduate of A&M Corpus Christi in 1999, in Business Administration as well as American Cheese Society Cheese Professional since 2017. She has supported What's in Store Live Cheese merchandising for last 8 years.



Clayton Majeste

Bakery/Cake

Title: Perishable Deli/Bakery Merchandiser
Area of responsibility: Assist retailers with a focus on sales, training, ordering, merchandising, operational support, department layouts and plan-a-grams, food safety, community activities, Ad planning and supermarket financials.
Associate of Associated Grocers since October 2020
Previous Employment History:
Deli/Bakery merchandiser 2020-present Associated Grocers Private label In-house broker 2016-2020
Winn-Dixie NOLA community involvement and charitable giving 2014-2016
Winn-Dixie store manager 2010-2014
Winn-Dixie team lead -merchandiser 2004-2010
Winn-Dixie Deli/Bakery manager 1981-2004



Tony Mammarella

Deli/Prepared

My name is Tony Mammarella, I am an east coast Chef who has been in foodservice, restaurant, hospitality for over 32years. I am a Graduate from the Culinary Institute of America in Hyde Park New York. I have worked in everything from Mom n Pops, Casual Dining, and Semi Formal Dining. I am currently the corporate Executive Chef for an independent Family-owned Grocery Chain in South West Virginia, KVAT Food Stores, Food City.

MEET THE TEAM



Darcy Martin

Bakery/Cake

I work for David's Cookies and have 25 years of experience in the food industry. I am a total foodie at heart, obsessed with everything bakery (including tattoos!), and I love traveling the world with my daughter, Jane.



Luis Martinez

Bakery/Cake

I have been in the bakery industry for over 30 years. I started working at the age of 16 in my family's made-from-scratch European bakeries in Orange County, Southern California.

Started with Rich's in July 2002, my responsibilities are training our customers associates on decorating cakes and baking as well as sales. I travel through the west coast and have had the opportunity to train throughout the country and overseas.

My biggest satisfaction is to see the reaction on the faces of the people that I train, when they see what they have accomplished.



Patty McCormack

Deli/Prepared

I entered my professional food-industry career working as a Marketing Manager at a foodservice broker in Hollywood, CA. From there, I went to work for Reser's Fine Foods as a Regional Sales Manager. I was promoted to National Sales Manager selling Reser's deli salads, sides, dips, and tortillas primarily to Walmart over a 20-year span. The last 8 years I have been employed as a National Sales Manager at Champion Foods with a focus on selling the Motor City Pizza Co. brand at Costco, Walmart, HEB, Raley's, Smart & Final, ...

I have worked on the IDDBA What's In Store Live Team for over 15-years, too.



Kyle Michalski

Bakery/Cake

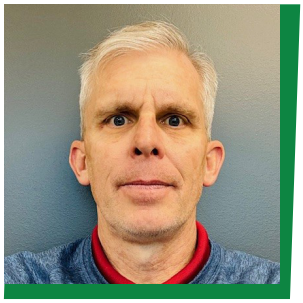
The Toufayan family's been baking breads with quality and care since 1926, the year we opened our first bakery. Still family owned over 90 years later, we're one of the largest, privately held specialty bakeries in the United States, filling lunch bags, toasters and tummies with our fresh flatbreads, pitas, bagels and snack-time yummies. I am the Regional Sales Manager out of the Midwest and have worked in the Food Industry for 10 years. Prior to finding a home at Toufayan, I worked as a Senior Specialist Field Sales for Nestle USA.



Robin Mooney

Deli/Prepared

With over 25 years of experience in the foodservice industry, embracing change and innovation have been the key factors in supporting my customers and partnerships. As the Director of Key Accounts - Retail at RATIONAL USA, I have worked with the best retail brands and look forward to more partnerships.



Brian Mortensen

Partner

Brian Mortensen serves as the General Manager of Digital Solutions at LSI Industries, where, for the past four years, he has focused on helping companies harness technology to boost sales and enhance brand presence. Brian drives initiatives to develop powerful, technology-based solutions that support businesses in achieving their sales objectives. He is dedicated to transforming how companies engage with their audiences.

MEET THE TEAM



Nicole Najarro

Bakery/Cake

Nicole Najarro has worked in the industry for 25+ years and is highly trained in sales, decorating, baking, merchandising, and customer service. She is skilled in building strong client and customer relationships. Nicole specializes in developing and implementing innovative techniques to exceed targets and enhance customer satisfaction.



Nicole Nelsen

Bakery/Cake

Nicole is a 19 year Foodservice & Fresh perimeter leader with a passion for understanding our Retailers' pinch points and developing innovative solutions at scale.



Melissa O'Connor

Cheese/Dairy

I have worked in CPG for over 20 years focusing on Natural and Sustainable brands starting with Kashi in San Diego. When I found the opportunity to work at Friesland Campina I was so grateful. I love being able to sell products that I am proud of and that contribute to good health and the fact that we are focused on making the World a better place to live in good health is the best bonus ever.



Kate O'Neill

Cheese/Dairy

I'm Kate O'Neill, and I'm thrilled to support the What's in Store Live team at IDDBA. As a Marketing Coordinator for Atalanta Corporation, the largest privately held food importer in the USA, I leverage my skills in marketing and merchandising, particularly at trade-shows. I truly enjoy enhancing the customer experience and creating engaging environments. With a passion for cheese, I love crafting new flavor recipes and sharing my enthusiasm for all things cheese!



Stephanie Ortmann

Bakery/Cake

Stephanie is a results-driven marketing leader with over a decade of experience in brand strategy, innovation, and cross-functional leadership within the food industry. Currently serving as Director of Marketing at Clyde's Donuts, she has successfully led initiatives in product launches, brand strategy, and comprehensive re-branding efforts. Known for leveraging data-driven insights to drive go-to-market strategies and build brand equity, she specializes in aligning business objectives with market trends to foster innovation and optimize cross-functional efficiency. Previously, she has held key roles at Sara has held key roles at Sara Lee Frozen Bakery and Conagra Brands.



Reginald Pearson

Cheese/Dairy

Reginald Pearson is currently the Perishable Category Manager for Spec's Wine Spirits & Finer Foods. He has been an industry leader for over the past 25+ years in the procurement of specialty food products with a focus on cheese. He was selected as an Emerging Champion in the inaugural class of 2019 Champions of Change. While making great strides in the deli industry he also has held a public office position serving on City Council.

2025 International Dairy Deli Bakery Association

MEET THE TEAM



Joe Peroney

Deli/Prepared

Chef Joe Peroney has spent the past two decades as a professional chef training in kitchens from Hawaii to Europe. Joe is a graduate of The Greenbrier Culinary Apprenticeship program and represented the USA at the 2020 IKA Culinary Olympics where his team was awarded a gold medal and ranked third in the world for culinary artestry. After years in private clubs and resorts, Joe joined the team at Giant Eagle in 2023 as their Corporate Development Chef where he creates meal solutions for the prepared foods department.



Margie Proctor

Partner

I'm a Marketing and Design Manager for Hillphoenix with over 25 years of experience in the refrigeration industry. I started my career with a bachelor's degree in Fine Arts and a Master's degree in Interior Design with a focus on understanding how graphics, color, light, materials, and architecture work together to create a dynamic environment. My passion includes all aspects of the grocery industry including marketing, designing display case equipment, growing sales through creative and strategic merchandising as well as store layout and education with a focus on merchandising.



Katrina Robbins

Bakery/Cake

I have been working with cake and desserts for 20 years and I still love it! My career has taken me all over from custom party cake shops to catering, grocery stores, and restaurants. For the last 14 years, I have been at David's Cookies as their R&D manager, where I am able to create, design, and produce cake for the masses. I am so lucky to have such a sweet job!



Freda Roussell

Bakery/Cake

Freda is a proven leader in the Bakery where she is newly to her role as Sales Manager for NorCal Bakery that operate over 289 stores. Making an impact on merchandising and product lines. Truly working on bringing bakery to life. Adding innovation within all categories. Pushing the teams to their true potential with their craft. Working with our vendor partner and Operation Specialist to reinvent Safeway Bakeries. She is an innovative individual, who is constantly looking for the next trend to implement in store.
Freda has an Associate Degree from Le Cordon Bleu in Occupational Studies focused on Patisserie and Baking.
She serves on her Corporate Racial Justice Board and NorCal WII.



Cassandra Schaefer

Deli/Prepared

Cassandra Schaefer, Sr. Category Manager at United Natural Foods, Inc. (UNFI)

I have over 15 years' experience in the industry in various roles, and currently manage the deli prepared foods category nationally for the UNFI Fresh Deli team.

In my spare time I enjoy spending quality time with my husband and two daughters hiking, boating, and traveling.



Thomas W. Seaman

Deli/Prepared

Chef Tom Seaman is the Product Innovation Chef for GetGo Cafe+Market. GetGo is a recent recipient of the Silver Medal for Food Service Innovator of the Year Award from Convenience Foodservice Exchange. Tom is responsible for product development, menu innovation, quality assurance, and new product launches across all of GetGo's Cafe+Market locations. Prior to this, Tom spent many years running Prepared foods departments in GetGo's upscale supermarket brand Market District.

MEET THE TEAM



Lauren Sella

Deli/Prepared

Lauren Sella is currently the Chief Marketing Officer (CMO) at Mama's Creations, a deli-prepared foods marketer & manufacturer. She joined Mama's Creations after a career in consumer-packaged goods, including over 14 years at Mondelēz International. During her tenure at Mondelēz, she held various leadership roles, such as Director of Ritz Crackers and leading marketing strategies for several confectionery brands. Prior to her current role, she also served as the CMO of Tate's Bake Shop, a Mondelēz-owned brand. In her free time, Lauren enjoys exploring new restaurants and attending various craft classes.



Chris Wilson

Deli/Prepared

Chris has been a Certified Executive Chef with the American Culinary Federation for the past 27 years and currently serves as Director of Culinary Innovation/Corporate Chef for Albertsons companies which includes 13 divisions and multiple banners across the country.
Chris has been in the Food industry for over 35 years. His Supermarket experience as a Corporate Chef span over 25 years. 3 years as National Culinary Director and 22 years as Market Street, United Supermarkets, Amigos, and Albertsons Markets as Director of Innovation/Corporate Chef. Overseeing operations and development of total store innovation, recipes, menus, concepts, and product lines for all retail.



Lauren Winger

Bakery/Cake

As a Marketing Manager at Norseland Inc, I enjoy blending creativity with strategy to promote specialty cheeses. Some of my favorites include Jarlsberg cheese and Garcia Baquero Manchego cheese. Outside of work, I enjoy exploring outdoors hiking and entertaining my pet conure, Iggy.



Melynda Wood

Bakery/Cake

Melynda Wood is the Technical Training Coordinator at JLA Bakery Solutions. Specializing in the training needs of ISBs products that lead to increased time management, more effective productivity, and category sales increases for retailers. She is a member of WISL Bakery Team, holds an IDDBA Advanced Management Certificate. She has a passion for gardening, spending time with family and creating heirloom jams, jellies, salsas and spreads.



Amanda Yoder

Deli/Prepared

I have worked for Tops Markets for 29 years in a variety of positions. I worked in the district office 10 years working for District Managers, Check collections, Community Relations & Regional Vice Presidents.I went into the stores after 10 years and went through many leadership roles including Operations Manager, Assistant Store Manager and Store Manager. During this time I was asked and took part in many projects. In my role as a Field Specialist, Bakery/Cheese/COC/Deli, I have worked diligently with operations and merchandising collaboration daily.I have recently been promoted to the Category Business Manager of Bakery for Northeast Shared Services - supporting Tops/Price Chopper/Market 32.



Karri Zwirlein

Deli/Prepared

I am the Director of Bakery, Deli, & Prepared Foods for Northeast Shared Services, which supports Tops Markets, Price Chopper, and Market 32. NESS is a newly formed company under Northeast Grocery Inc. however I have been with the legacy company, Tops Markets, for over 30 years prior to this new role.
I live in Buffalo, NY with my husband, Eric, of 20 years, our two children, Zoe (18) & Evan (15), and our two dogs (Lulu & Oreo). I spend my time crafting, baking, watching football & hockey, but especially love to watch my daughter dance and my son play hockey and race go carts!

IDDBA 2025 International Dairy Deli Bakery Association

MEET THE TEAM



Melissa Shore

Bakery/Cake

Melissa has worked as a Marketing professional in the food industry for over twenty years. She has extensive experience in new product development and is skilled in building and rejuvenating declining brands to deliver superior revenue growth. Her out-of-the-box thinking and entrepreneurial mindset have developed high performing branded, private label and food service product portfolios spanning multiple trade channels. Melissa's creative thinking has produced award winning package designs, successful digital marketing campaigns and effective branding initiatives. Her strong analytical skills have generated actionable insights leading to higher margin, innovative new products. Melissa spent fifteen plus years in the dairy industry, as a member of senior leadership teams, driving sales of domestic and international brands. She is currently spearheading the growth of several fast-growing brands within the bakery category.



Brian Smetana

Partner

Brian Smetana is an entrepreneur with a knack for turning big ideas into even bigger results—and maybe a little chaos along the way. As the founder of 25/7 Digital Labs and 25/7 Support, Brian is on a mission to revolutionize the digital signage, display, and service operations game with solutions so effective, they'll make you wonder why you ever settled for "good enough."
He's also juggling ventures in promotional marketing products with 1211 Group and kitchen equipment smallwares with Summit Smallwares, because apparently, he's allergic to free time.
When he's not busy breaking new ground in business, Brian channels his energy into giving back—supporting Ronald McDonald House, sustainability programs, and anyone brave enough to ask for advice. Known for his leadership, creativity, and humor (whether intentional or not), Brian thrives on building partnerships that drive growth, innovation, and the occasional belly laugh.



Trevor Thomas

Cheese/Dairy

Trevor has spent his entire working life in the cheese industry. He started in a local cheese shop while attending college to become an architect. Needless to say, designing cheese displays became more interesting than designing buildings.
This first job led him to a better position at Nob Hill Foods, a 29 store supermarket chain based in Gilroy, CA. By the time Raley's Supermarkets of West Sacramento purchased Nob Hill Foods in 1997, Trevor had worked his way up to Director of Delis. Trevor worked for Raley's for another seven years before leaving the retail side of the business to become a specialty cheese broker, where has love for the cheese industry grew.
In 2013, he accepted a job with Lactalis American Group to cover their Southwest Territory. Trevor's passion only grew from there, as he became an American Cheese Society, Certified Cheese Professional; Authored a book on Lactalis' 25 PDO Cheeses; was inducted into the Guilde des Fromagers and volunteers on the IDDBA Cheese Merchandising Team.

In 2019, he started a cheese blog www.cheesetraveler.com



Sara Vanderheyden

Bakery/Cake

I'm in my 25th year as a proud in-store Cake Designer for Hy-Vee! Growing up, I would never have imagined that I could make a career out of playing with cake and frosting, but it's proven to be a pretty sweet gig.
When I'm not working with customers to make their special cake dreams come true, I'm busy attempting to keep up with my daughter's busy schedule (she's a senior in high school this year!)



Cheryl Soares

Cheese/Dairy

I have worked for the CMAB for 20 years to tell the story of the dairy industry in California and our hard working dairy families. I have a degree in Agriculture Business from Fresno State and have worked in the Ag/Food sector for over 30 years.

WORKSHOP SCHEDULE

SUNDAY, JUNE 1



11:10 AM - 11:40 AM

Roquefort – 100 Years of Protection

Trevor Thomas

Trevor has spent his entire working life in the cheese industry. He started in a local cheese shop while attending college to become an architect. Needless to say, designing cheese displays became more interesting than designing buildings.

This first job led him to a better position at Nob Hill Foods, a 29 store supermarket chain based in Gilroy, CA. By the time Raley's Supermarkets of West Sacramento purchased Nob Hill Foods in 1997, Trevor had worked his way up to Director of Delis.

Trevor worked for Raley's for another seven years before leaving the retail side of the business to become a specialty cheese broker, where has love for the cheese industry grew.

In 2013, he accepted a job with Lactalis American Group to cover their Southwest Territory. Trevor's passion only grew from there, as he became an American Cheese Society, Certified Cheese Professional; Authored a book on Lactalis' 25 PDO Cheeses; was inducted into the Guilde des Fromagers and volunteers on the IDDBA Cheese Merchandising Team.

In 2019, he started a cheese blog www.cheesetraveler.com

On July 26th, 2025 Roquefort Cheese will be celebrating its 100th year of being a "Protected Cheese." Trevor Thomas, Sr. Manager of Retail Merchandising & Training Lactalis American Group will look at how this happened, why this is important, and what the future may hold.





11:50 AM - 12:20 PM

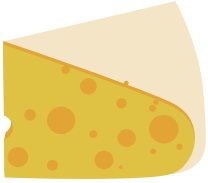
How to Keep Your Cookies as Fresh as the Trends

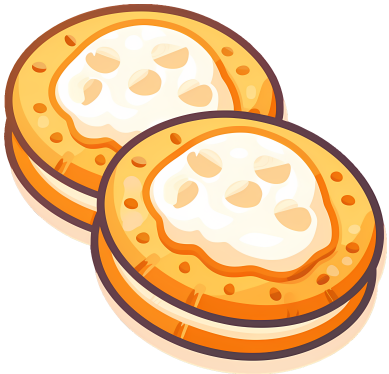
Katrina Robbins

R&D Chef for David's Cookies for 13 years, bringing a wealth of experience from high-end custom cake shops, private restaurants, and grocery stores. Her expertise in product development, from concept to commercialization, is rooted in a strong foundation of culinary arts, gained from a degree in Baking and Pastry from The Art Institute of Fort Lauderdale and fueled by an unending passion for all things dessert.

Darcy Martin

Former pastry chef and baking enthusiast with a passion for all things dessert. Proud graduate of Michigan State University with a bachelor's degree in business, French, and English, and earned a specialized baking and pastry degree from Schoolcraft College. Always excited to explore new trends in the culinary world and bring creative ideas to life.

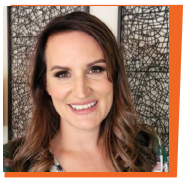






WORKSHOP SCHEDULE

SUNDAY, JUNE 1



12:30 PM - 1:00 PM

Through the Eyes of the Consumer: Trends that Matter in Dairy, Deli and Bakery in Retail, Food Service and Beyond

Jonna Parker

Jonna Parker has been an innovator in the fresh foods space for nearly two decades, driving the evolution of consumer-centric decision making and big-data analytics throughout the perimeter. Since joining Circana in 2016, Parker has led the development of fresh foods with a focus on bringing the big-data power enjoyed by CPG departments and manufacturers to the fresh perimeter departments. She also spearheaded the development of the Integrated Fresh solution, which harmonized all food and beverage code types across Circana's Liquid Data platform. Integrated Fresh modernized food and beverage sales data into a single easy-to-use tool, becoming the industry's system of record and a 2020 SIIA CODiE Award finalist for business technology. A top industry thought leader, Parker regularly contributes content to and is quoted in trade publications such as Produce Business, The National Provisioner, Winsight Grocery Business, and CSP Magazine. Progressive Grocer named her a Top Woman in Grocery in 2021 and 2023.

Explore how Dairy, Deli and Bakery products are consumed by the average American household in and out of the home. Circana will discuss how it is changing and where there are opportunities. Find out more about how shopping, eating and cooking has changed and how it can translate into sales for these departments. Circana will leverage our retail sales/ shopper perspective as well as insights from food service foot traffic and operator spend and at-home consumption and cooking behavior to paint a vivid picture of how we shop, cook and eat today.



1:10 PM - 1:40 PM

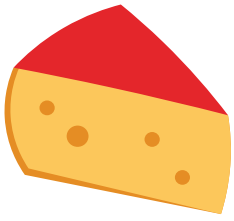
Mid-Year Dairy Market Review

Mike McCully

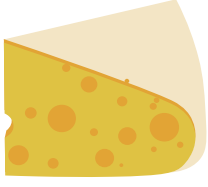
Mike McCully owns McCully Consulting, a firm that provides strategic consulting services to dairy and food companies. Client projects include business analysis, purchasing and supply chain strategies, market research, and commodity risk management. In addition, McCully Consulting has provided subject matter expertise for global consulting companies, private equity firms, and Wall Street investment banks. Prior to starting McCully Consulting, Mike worked for over 15 years at Kraft Foods where he held management roles in dairy, meat, and grain purchasing.

Throughout his career, Mike has provided leadership on dairy industry issues. He has served on the Board of Directors for International Dairy Foods Association's Milk Industry Foundation, IDFA Dairy Ingredients, and the Dairy Institute of California. He has been a member of IDFA's Economic Policy Committee, Legislative Oversight Committee, Farm Bill Committee, the National Cheese Institute's Economic Policy and Legislative Committee, and the California Dairy Institute's Producer Relations committee.

Mike will review the key drivers of dairy prices in the first half of the year and provide an outlook for prices in the second half of 2025.







WORKSHOP SCHEDULE

SUNDAY, JUNE 1





1:50 PM - 2:20 PM

Capturing the Gen Z Fresh Spend

Monica Burton

Monica Burton is a Director of Account Development for Nielsen IQ. She manages the fresh vertical specialized in client development with emerging businesses. With 17 years of experience, Monica has dedicated her career to fresh clients, beginning with the Perishables Group and now with Nielsen IQ. Monica received her bachelor's degree in marketing and international business. Monica loves getting to know her clients personally and becoming a true partner and dedicated resource.

Colleen McGinnis Ritter

Colleen McGinnis Ritter is a dedicated sales professional with over 9 years of experience as a client and sales manager in CPG. Colleen received a bachelor's degree in marketing & management at the University of Illinois Champaign Urbana and applies her knowledge of business, market research, and consumer insights in her daily interactions with her clients and sales team.

Gen Z is shaping retail's future. Join expert Colleen McGinnis for Capturing Gen Z's Fresh Spend to explore their dairy, deli, and bakery preferences, risks, opportunities, and strategies for engagement and growth.



2:30 PM - 3:00 PM

Flavor Migration: Bringing Foodservice Trends to Retail Shelves

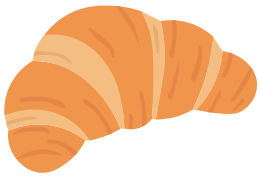
Matt Schreffler

Matt Schreffler has been helping CPG + F&B companies translate trends and insights into profitable actions for 6+ years now. As Sales Director for Datassential, Matt helps both operators and manufacturers grow and innovate by tapping into Datassential' s industry-leading menu and consumer trends platforms. Through a suite of intelligence tools, software solutions, and an unlimited data library, Datassential guides the biggest names in food and beverage on what's next for the industry and how to stay ahead of it. Prior to Datassential, Matt helped F&B manufacturers monitor trends in the retail CPG landscape by leveraging unique product attribution trends. Matt lives in Philadelphia (Go Birds!) with his wife and their dog Wally.

From menu to market, see the restaurant and broader foodservice trends that are inspiring retail success. Backed by insights from Datassential's Menu Adoption Cycles, retail case studies, and emerging social data, we'll reveal the secrets to turning dining experiences into retail opportunities.







WORKSHOP SCHEDULE



3:10 PM - 3:40 PM

State of the Baking Industry – New Product Development and Innovation

Charlotte Atchley

Charlotte Atchley is editor of Baking & Snack. Atchley joined the magazine in 2011 as assistant editor and served as senior editor in 2014 until assuming her current role. In her role as editor, Atchley covers the wholesale baking and snack industries, including the latest in trends, ingredient and equipment technologies, and operational best practices. She has a bachelor's degree in communications from Southwest Baptist University as well as a master's degree in journalism from the University of Missouri.

The latest research from Baking & Snack and Cypress Research reveals the state of product innovation in the wholesale baking industry. With trending data from 2022 and 2024's studies, Charlotte Atchley, editor of Baking & Snack, will share insights into where baking companies are focusing their innovation efforts and what challenges R&D teams are facing today.



3:50 PM - 4:20 PM

Bakery Playbook – Navigating Consumer Trends

Eric Dell

Eric Dell is the President and CEO of the American Bakers Association (ABA). Eric joined ABA from the National Automatic Merchandising Association (NAMA) where he served for 10 years. He is also a veteran of Capitol Hill, serving two stints as Chief of Staff and Counsel to Representative Joe Wilson (R-SC).

Explore consumer perceptions shaping the bakery category with insights from ABA's Bakery Playbook. Uncover key factors influencing shopper decisions and strategies to drive growth while creating experiences that resonate globally.





4:30 PM - 5:00 PM

They Think You're Sweet! We Think You're Salty!

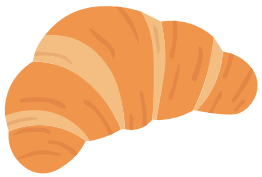
Reginald Pearson

Reginald Pearson is currently the Perishable Category Manager for Spec's Wine Spirits & Finer Foods. He has been an industry leader for over the past 25+ years in the procurement of specialty food products with a focus on cheese. He was selected as an Emerging Champion in the inaugural class of 2019 Champions of Change. While making great strides in the deli industry he also has held a public office position serving on City Council.

Linda Avila

The recipient of the 2022 IDDBA Emerging Champions of Change Award, Linda has over 30 years of experience in the Retail Deli industry in a variety of roles. Currently, Linda is Vice President of Retail Business Development for Presenture, a national sales and marketing provider for the food industry, where she manages all sales and marketing activity on behalf of Presenture' s manufacturer-clients. in addition to calling directly on key accounts. Most recently, Linda held the positions of National Account Manager and Regional Sales Manager at multiple cheese manufacturers. Prior, she held the position of Regional Marketing Manager at Dairy Farmers of Wisconsin. Linda also has worked on the distributor side of the business as a Category Manager and in Business Development. With her extensive knowledge, experience, and impressive drive to excel, Linda thrives in every position she holds and brings repeated success to manufacturer-clients and retailers.

Continue the cheese indulgence trend by pairing sweet options onto your ever evolving cheeseboard. Explore sweet creative pairings such as candies, chocolates, macarons, and swicy culinary options with your favorite cheeses. Find out if you are sweet or salty.





WORKSHOP SCHEDULE

MONDAY, JUNE 2



11:10 AM - 11:40 AM

Sweet Innovations: Unlocking the Profit Potential in Bakery Trends

Suzy Badaracco

Suzy Badaracco, President of Culinary Tides, Inc., is a foresight expert with over 19 years of experience in trends intelligence and predictive forecasting. She holds a Bachelor of Science degree in Criminalistics, an Associate degree in Culinary Arts, and a Master of Science degree in Human Nutrition. Suzy's expertise is further enhanced by her training in military intelligence, Chaos theory, and predictive analysis techniques. Under her leadership, Culinary Tides, Inc. has become a premier consultancy in the food industry, renowned for its ability to accurately predict and profile trends across various domains, including food, beverage, consumer behavior, health, government, and technology. The firm specializes in identifying the birth, origin, trajectory, and longevity of trends, enabling food industry partners to strategically navigate the market. By revealing relevant patterns, Culinary Tides, Inc. empowers clients to develop products that resonate with customers, creating effective entrance, navigation, and exit strategies. Suzy Badaracco's insights and innovative methodologies have established her as a leading figure in foresight and trend forecasting.

Explore dessert trends and discover new profit opportunities. This session will examine the drivers behind dessert preferences, guiding you through strategies to navigate trends and uncover untapped markets. We'll discuss key forces shaping dessert trends and their impact on creating enticing menu offerings. As consumers seek indulgent yet healthier options, understanding psychological drivers like reward, escape, newstalgia, and nostalgia is crucial. Gain insights into changing behaviors, adapt products and messaging to resonate with preferences, and learn to decode trends, predict their lifespan, and refine your strategies for the year ahead.





11:50 AM - 12:20 PM

The Timeless Appeal of the Club Sandwich

Joe Peroney

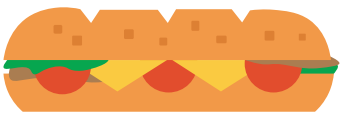
Chef Joe Peroney has spent the past two decades as a professional chef training in kitchens from Hawaii to Europe. Joe is a graduate of The Greenbrier Culinary Apprenticeship program and represented the USA at the 2020 IKA Culinary Olympics where his team was awarded a gold medal and ranked third in the world for culinary artistry. After years in private clubs and resorts, Joe joined the team at Giant Eagle in 2023 as their Corporate Development Chef where he creates meal solutions for the prepared foods department.

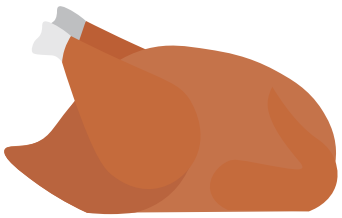
Lauren Sella

Lauren Sella is currently the Chief Marketing Officer (CMO) at Mama's Creations, a deli-prepared foods marketer & manufacturer. She joined Mama's Creations after a career in consumer-packaged goods, including over 14 years at Mondelēz International. During her tenure at Mondelēz, she held various leadership roles, such as Director of Ritz Crackers and leading marketing strategies for several confectionery brands. Prior to her current role, she also served as the CMO of Tate's Bake Shop, a Mondelēz-owned brand. In her free time, Lauren enjoys exploring new restaurants and attending various craft classes.

Join Lauren Sella, Chief Marketing Officer, Mama's Creations and Joe Peroney, Development Chef, Giant Eagle, Inc. and trace the journey of the iconic club sandwich from its Saratoga, NY origins to pop culture fame. Taste a piece of history and sample the future with a delicious exploration of how this American classic evolved from luxury indulgence to grab-and-go convenience!







WORKSHOP SCHEDULE

MONDAY, JUNE 2



12:30 PM - 1:00 PM

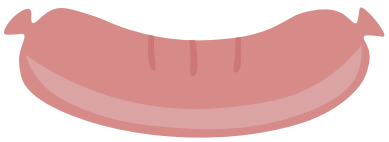
Current Landscape of Foodservice Packaging

Natha Dempsey

Natha Dempsey is president of the Foodservice Packaging Institute, the trade association for the North American foodservice packaging industry. At FPI, she advocates for the interests of the industry and champions its efforts to expand recycling and composting of foodservice packaging. In her previous position at FPI, Dempsey served as vice president. Prior to joining the association in 2010, she held various positions at SPI: The Plastics Industry Trade Association (now called Plastics Industry Association).

As decision makers navigate an increasingly complex landscape, packaging plays a larger role than it ever has before. FPI's Natha Dempsey will explore key industry trends and influences facing foodservice packaging, including policy, sustainability, and consumer sentiments.







1:10 PM - 1:40 PM

Protein in Retail and How Dairy, Deli and Bakery Can Win

Deena Pitzele

With nearly three decades of Consumer Food and Bakery Manufacturing business experience, Deena Pitzele is a former Chief Commercial Officer turned consultant. She has helped several Private Brands Manufacturers and Bakery Manufacturers accelerate growth as both a commercial leader and consultant. Since July 2022, she has been a partner with The Partnering Group in Customer Development Practice. Deena Pitzele has subject matter expertise working with manufacturers and retailers in the several industries. She started her career with General Mills in 1992 and held several senior sales roles. In 2008, she left to join Supervalu/Albertsons to lead the In Store Bakery business. In 2012, she began a decade of working in Private Equity with middle market private brand consumer food, industrial and ingredient companies. Her consulting experience includes working with leading manufacturers and retailers on strategy, sales leadership, customer business planning and market activation. She has also been a featured speaker with several industry organizations such as IDDBA, PLMA and WISE. She is known as an industry thought leader with the unique ability to understand clients' business challenges, analyze market conditions and partner with clients to build the tools necessary for successful and profitable activation. Deena Pitzele has a BA in Communications from University of Wisconsin – Madison.

Building on the recent IDDBA webinars titled "Coming Protein Demand Surge," the Protein in Retail workshop aims to educate and inform on how to effectively leverage and maximize the surge in protein demand with retailers. Understanding what retailers expect and require from manufacturers can provide a significant competitive advantage. This will include insights and ideas on Innovations in Protein Retailing, How Retailers Perceive Protein in Dairy, Deli, and Bakery Categories, Strategies to Influence Key Decision-Makers, and the best approaches for manufacturers to collaborate with retailers both in-store and online.

WORKSHOP SCHEDULE

MONDAY, JUNE 2





1:50 PM - 2:20 PM

How Shopper Insights Can Help Dairy, Deli and Bakery Build Share by Breaking Out of Traditional Aisles and Channels

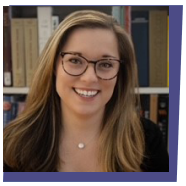
John DuBois

John joined Acosta in 2001 as the first and only company he has been a part of since beginning his professional journey. Prior to joining The Acosta Group John was part of DuBois Foods Ltd a fresh food sales agency located in Upstate NY working to support his families' business. During his tenure at the Acosta Group John has held multiple positions currently serving as Vice President of Fresh Foods. John is a collaborative leader, enjoys working with others to build strategy, execute said strategy, drive positive change, and create value for all stakeholders. In his free time John enjoys spending time with his family, coaching his daughters travel softball team, is active as part of his son's Boy Scout troop, and is an avid golfer. John holds a bachelor's Business Administration degree from St. Bonaventure University (2001) and an Associates in Applied Science Business Marketing degree from Alfred State College (1999).

Kathy Risch

Kathy currently leads the shopper insights and thought leadership team at Acosta Group. She has over 25 years of experience at major Consumer Goods companies, holding leadership positions in Market Research, Consumer Insights, Innovation, and Analytics at companies such as P&G, Neutrogena, Paramount Pictures, and Anheuser-Bush InBev. Her broad marketing and consumer insights expertise, combined with her strategic thought leadership, has contributed to the growth of major companies and brands. Kathy holds an MBA in Marketing from Indiana University and a BA in Economics/ Management from Albion College.

Join Kathy Risch and John Dubois as they discuss today's fresh foods consumers and how to leverage fresh foods in-store, online and cross-channel as a share shifter to build sales.



2:30 PM - 3:00 PM

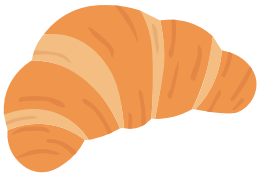
How the Theater of Baking In Store Benefits Retailers and Consumers

Betsy Kelly

This session looks deeper into the intrigue and importance of baking fresh in store from both a consumer and retailer perspective. Discover how the theater of baking in store entices customers and how it aligns with their bread purchasing and consumption habits.









WORKSHOP SCHEDULE





3:10 PM - 3:40 PM

The 2025 Consumer Need States

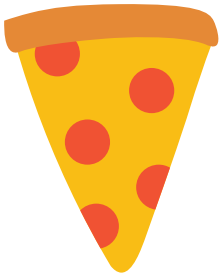
Maeve Webster

Maeve Webster, President of Menu Matters, is a leading consultant and thought leader for the food industry with over 23 years of experience. What Maeve excels at is helping her clients find the critical, relevant meaning within data and insights, and to use those insights to inform both tactical and strategic decision making. Maeve has practical foodservice experience, having owned a café in Bennington, VT, for four years and is a regular speaker at industry events.

Mike Kostyo

Mike Kostyo is the Vice President at Menu Matters. Kostyo has been a recurring guest on Fusion TV's "The A.V. Club" show; has been featured on NBC News, CBS Radio and Gimlet Media's "Why We Eat What We Eat" podcast; is regularly featured in newspapers and magazines; speaks at numerous conferences across the country; and was a judge on Food Network's "Eating America." For nearly 11 years, Mike was an associate director and trends expert at one of the industry's largest research firms. Kostyo has a master's in Gastronomy from Boston University, plus certificates in the culinary arts, baking arts, wine and artisan cheese production.

Success in the food industry comes from thinking bigger and deeper, addressing core consumer needs. In this session, you'll learn how to solve for fundamental consumer needs and create more distinctive, competitive solutions for 2025.







3:50 PM - 4:20 PM

Convenience and Prepared Foods Solutions

Tom Barnes

Tom has lead Category Partners since 2016, and in that time he has expanded the scope of the company and doubled its annual revenue. Tom got his start in the IT field, and prior to joining Category Partners held a senior position at Wada Farms Marketing Group. His IT background, coupled with his experience in perishables industry sales and marketing, has afforded him a unique and valuable perspective on the relationship between data management, business insights, and success in the retail perishables arena.

When it comes to Deli Prepared Foods, we're accustomed to using the word 'convenience' but does it mean what we think it means? New research throws light on what convenience means when it comes to meeting consumer needs in this key section of the store.



4:30 PM - 5:00 PM

Transforming Food Safety and Traceability Recordkeeping in Back-of-Store Operations

Amanda Wilder

Amanda Wilder holds an M.S. in Food Science from Kansas State University and B.S. in Food Science from the University of Idaho. While attending KSU, she worked in the Food Safety and Defense Lab on pathogen intervention technologies and strategies for the produce, pet food, and meat industries. Her past experience before joining the Provision team also includes working in Food Safety, R&D, and business development roles in meat, fruit and vegetable, and pulse processing operations. As US Sales Director at Provision Analytics, she's passionate about helping companies find and implement solutions to optimize their food safety processes.

Learn how to choose and implement digital tools that will improve back-of-store efficiency from traceability to food safety and operational tracking.

CHAMPIONS OF CHANGE

Thank you for joining us on June 1 as we celebrated the 2025 class of Champions of Change!

Champions of Change annually honors recipients from the retailer/wholesaler and supplier/vendor communities who consistently demonstrated excellence and superior results, in three categories:

Store Department Directors/ Managers

Recognizes high-performing, results-oriented retail store department managers and assistant department managers in the following store categories: Bakery, Deli, Foodservice/Prepared Foods and Dairy.

Emerging Champions

Celebrates up and coming talent in the food industry with supporting roles or emerging leader roles to director level roles from the retail, supplier, and service provider sectors in Dairy, Deli, Foodservice/Prepared Foods, and Bakery. The Emerging category recognizes individuals who are early in their careers but already making a significant impact through leadership, measurable achievements, peer mentoring, and exceptional contributions to the success of their stores, companies, and communities.

Legendary Champions

Recognizes senior-level business leaders (titles of VP or higher) who consistently demonstrate outstanding leadership, dynamic vision, inventive strategic direction and innovative solution-building while providing exemplary inspiration for a new generation of up-and-coming leaders.

Legacy of Excellence

The Legacy of Excellence title is awarded to the Legendary Champion of Change who best represents the Legendary category and takes into consideration criteria such as longevity and impact; innovation and pioneering; leadership and influence; community and social impact; and lifetime achievements.

2025 LEGACY OF EXCELLENCE WINNER



Dotty VanderMolen

Director Sales & Marketing (retired), Advantage Solutions

CHAMPIONS OF CHANGE

STORE DEPARTMENT DIRECTORS/ MANAGERS



Geneva Begaye

Bakery Team Leader and Trainer, Bashas'



Megan Evans

Bakery Team Leaders, Bashas'



Trevor Tucker

Bakery Manager Trainer, Bashas'

EMERGING CHAMPIONS



Ardee Arieta

Bakery Category Merchant, Giant Eagle Inc.



Marc Baca

Owner, Food Dynamics LLC



Mark Gaedje

Senior Buyer, Fresh Procurement, C&S Wholesale Grocers



Christian Johnson

Bakery/Deli Account Manager, UNFI



Abdel Kone

Sales Analyst & Project Manager, Interval Export

CHAMPIONS OF CHANGE

EMERGING CHAMPIONS



Daniel Lessem

Director Education & Strategic Initiatives, Rational USA



Nathan Padget

Team Lead, Manufacturing & Operations Sub-Assembly, Hillphoenix



Kim Schutte

Kim Schutte Category Manager, Bakery, Kroger Co



Julienne Sim

Senior Manager, Strategic Sourcing, Albertsons Cos



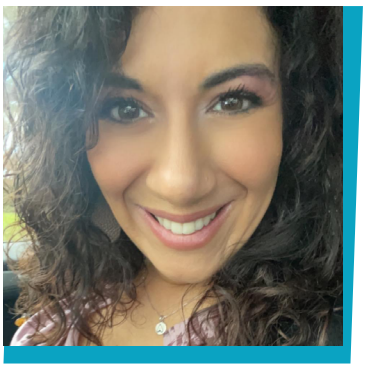
Sandi Smith

Deli Director Operations, Albertsons Cos.



Riley Williams

VP, Business Development, Mid-America Marketing Inc



Amanda Yoder

Category Business Manager, Bakery, Northeast Shared Services



Sue Zastrow

Director, Deli, UNFI

CHAMPIONS OF CHANGE



CHAMPIONS of CHANGE
PRESENTED BY SN AND IDDBA

LEGENDARY CHAMPIONS



Stacey Brown

SQF Lead Auditor, ASI Food Safety



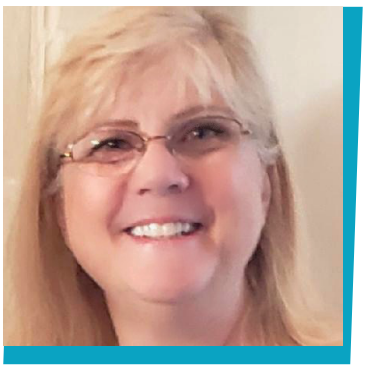
Steve Buffington

SVP Sales & Marketing, Give & Go



Kim Ennis

Senior Key Account Manager, Dawn Foods



Susan Metz

SVP, Gasparini Sales Inc



Chris Tomandl

VP Grocery, Flowers Foods



Melissa Trimmer

Senior Director, Culinary, Dawn Foods

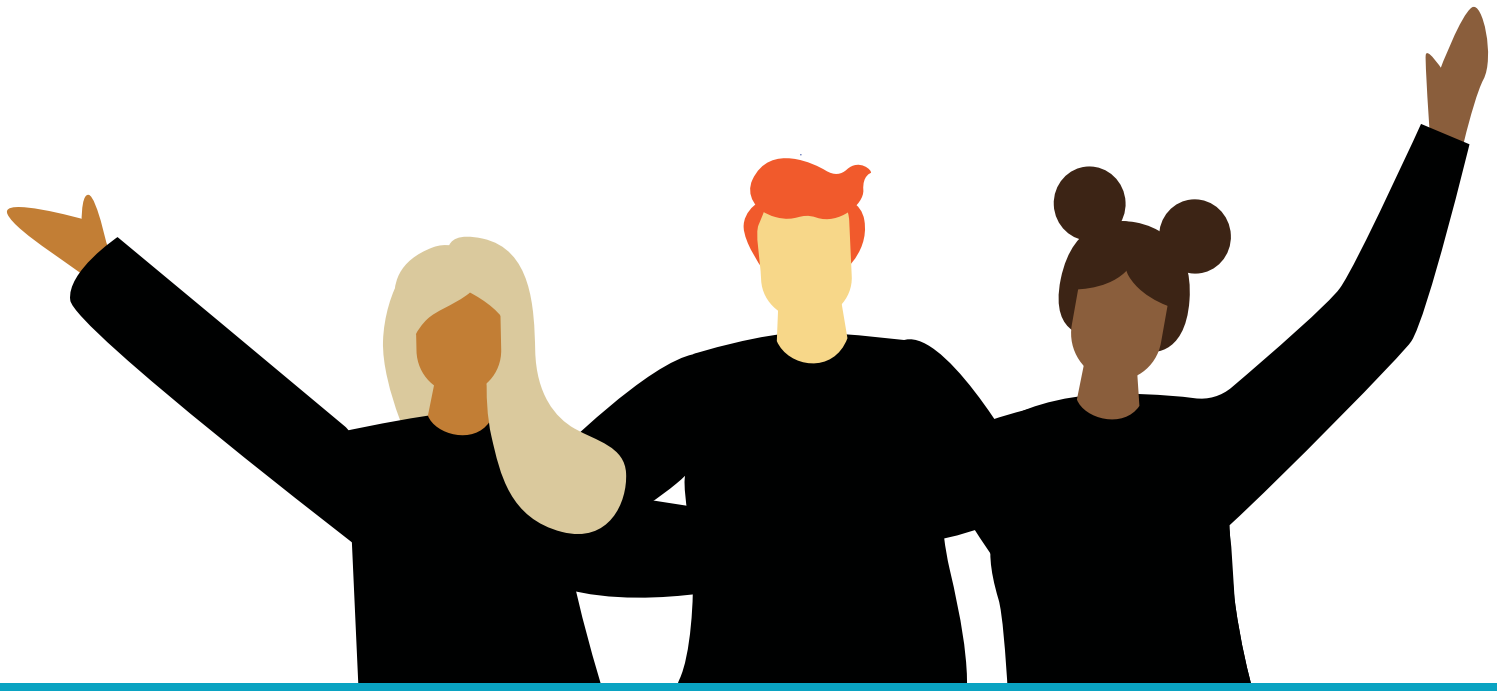
COOPERATIVE EDUCATION INTERNSHIP

IDDBA/RATIONAL Cooperative Education Internship

In 2023, IDDBA and RATIONAL USA teamed up to create a combination culinary and networking internship program to show students the world of foodservice outside of the standard restaurant path, where they can experience “Kitchen Quality of Life” - a unique work-life balance enjoyed by retail foodservice professionals.

This year, culinary arts and baking/pastry arts students from the New Orleans Culinary & Hospitality Institute, Louisiana State University, and Café Reconcile worked side-by-side with both industry mentors and chefs to creatively set up and run the What’s in Store Live! area of the IDDBA Show in New Orleans, LA, from May 31st to June 3rd, 2025. On the final day students walked the show, participate in networking events, and received their certificate of completion at their recognition ceremony.

If your company is exhibiting at IDDBA 2026 and is interested in getting involved with this program, please reach out to education@iddba.org.



COOPERATIVE EDUCATION INTERNSHIP



Ayla Connors

NEW ORLEANS CULINARY & HOSPITALITY INSTITUTE
NOCHI
EST. 2013



Dominique Melancon



Jamie Toles



Jean Werner



Karissa Jackson



Kizzy Danner



Krystle Pitcher



Melanie Londono



Passion Harris



Samantha McDowell

LSU



Merina Tillison

RECONCILE
NEW ORLEANS

Tayla Cenance
Calvin Green
Saqqarah Osin
Mya Joseph
Amyriah Brue

SALUMI'D

SALUMI'D

Salumi'd is the premier showcase for IDDBA Certified Salumieres™ who want to share their passion, skills, and knowledge and celebrate the art of crafting charcuterie boards with a live, active audience.

Taking place on the first and second day of the IDDBA 2025 from 11 am to 5 pm at the What's in Store Live (WISL) Education Live stage, Certified Salumiere Professionals™ composed visually stunning and palate-pleasing charcuterie boards to be displayed and enjoyed throughout the show.

Each year, the IDDBA invites cheesemongers, deli specialists, industry professionals, and enthusiasts to become Certified Salumiere Professionals™, both in-person at the IDDBA show and virtually year-round. The IDDBA is proud to offer this certification exam, which has set the industry standard and is the only one of its kind.

SALUMI'D Participants:



Lisa Ali



Chris Eastwood



Pete Garcia



Cristian Glade



Jewel Hunt



Theresa Lei



Chris Wilson



Katie Yan

Thank you to Lower Family Foods for sponsoring SALUMI'D!

IDDBA 2025 International Dairy Deli Bakery Association

SALUMI'D

Fantastic charcuterie boards from our IDDBA Certified Salumieres™!



















CAKE'D

IDDBA is thrilled to host our third annual Cake'd Challenge!



Last fall, we put out a call for portfolios from our member retailers—and received a record-breaking 125 submissions. An expert panel of industry professionals carefully reviewed each entry, and the top four finalists were selected to compete live at IDDBA 2025.

June 1st and 2nd these talented decorators faced off in the Cake'd Challenge. Votes were cast for the Fan Favorite Award in the IDDBA app.

In addition to fan voting, our panel of judges scored both rounds of competition. The contestant with the highest overall score was crowned the Cake'd Grand Champion.

Our 2025 Cake'd Finalists:



Fan Favorite!

Lisa Dowling

Market Of Choice Inc.

I was a cook, and did some department store merchandising before becoming a cake decorator. I have been with Market of Choice for nearly 20 years. I love the challenge of being able to execute a design thought not possible in cake. And have been fortunate over the years to have access to the tools, and support of my peers needed to develop my craft. I hope to continue learning and creating in this art field for many more.



Sara Riveria

B & R Stores Inc. (Super Saver)

I started decorating in 2003 at Hy-Vee. I then did cakes in my home for friends and family. 11 years ago, I became the cake decorator at Fallbrook Super Saver, where I currently work. I have hundreds of loyal customers that I enjoy making cakes and desserts for all their special events. I love impressing people with my creations!



Lindsey Shaub

Festival Foods

With 13 years of experience in cake decorating at Festival Foods, I take great joy in bringing the customers cake visions to life. I'm very passionate about teaching my skills with others that want to learn and even had the privilege of teaching a cake decorating class at a local technical college.



Dilini Subasinghe Liyanage

Jewel Osco

Talented Cake Decorator with over 20 years of experience in the professional cake industry. Dedicated to creating unique and creative designs, I specialize in designing and decorating cakes for birthdays, anniversaries, and other special occasions. Skilled in using a variety of mediums such as frosting, fondant, and food coloring, I work collaboratively with customers to bring their visions to life. My expertise also extends to floral design, creating beautiful bouquets and arrangements. I am passionate about my craft and committed to delivering exceptional quality and service.

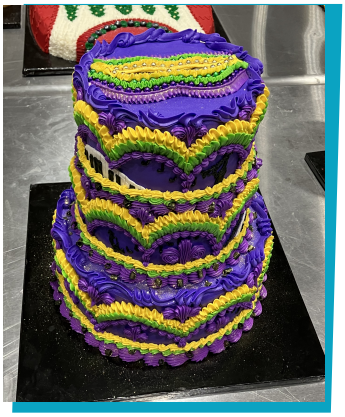
CAKE'D

IDDBA 2025 Cake'd Challenge cakes!





Lindsey Shaub
Festival Foods





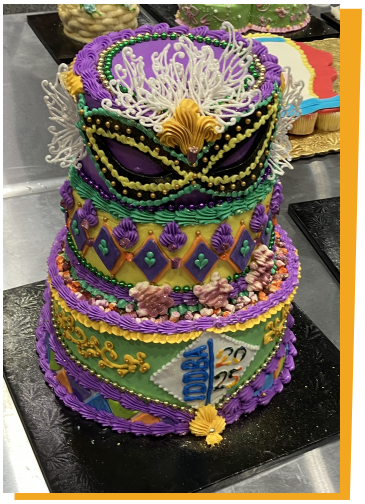
Lisa Dowling
Market Of Choice Inc.

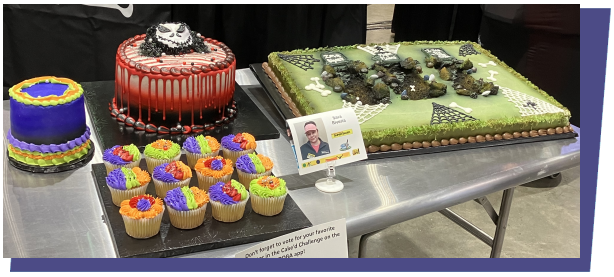
Fan Favorite!













Dilini Subasinghe Liyanage
Jewel Osco





Sara Riveria
B & R Stores Inc. (Super Saver)



CAREER CONNECTION LIVE



Twenty-five students from universities and culinary schools including John Carroll University, Northshore Technical Community College, Louisiana State University, and Roanoke College participated in the 2025 Career Connection Live hosted at the IDDBA show. Students were welcomed to the event with brunch and opening remarks by Karri Zwirlein, Director of Bakery, Deli, and Prepared Foods at Northeast Shared Services.



Next, students participated in Speed Networking in which they were able to learn about other students' career paths, interests, and passions, as well as connect with industry professionals.

Industry professionals shared information about their careers and advice during the Career Advice Panel. The industry leaders on the panel included:

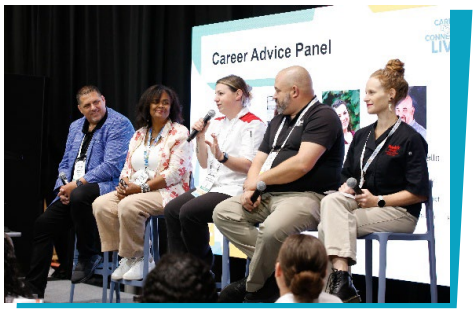


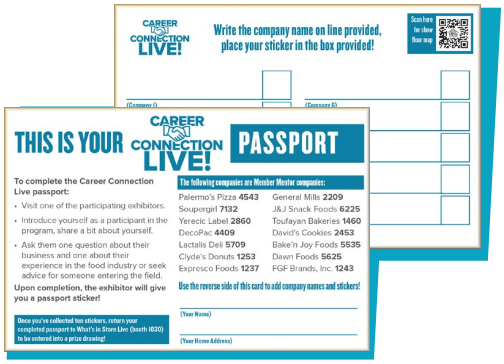
- John Stefanik, Vice President, Sales & Marketing at Expresco Foods
- Freda Roussell, Bakery Sales Manager at Safeway
- Bethany Kohl, Technical Counselor at Rich Products
- Tony Mamarella, Corporate Executive Chef, K-VA-T Food Stores
- Katrina Robbins, RD Manager at David's Cookies

Following the panel, students received passports containing Member Mentor Companies and visited the company booths to learn more about various sectors of the industry.

If you would like to participate at IDDBA 2026 in Orlando, please contact Michele Tietyen at education@iddba.org for more information.

CAREER CONNECTION LIVE!





CASE CONCEPTS

Fun Facts by Circana

Multicultural Mashups

Indian and Korean are the top growing global flavors in the past year. Consumers had +29% more 'Indian' and +27% more 'Korean' labeled products vs. YA

Source: Circana, National Eating Trends®, 1YE Feb 2025 Sourced from Home/Retail & MULO+ Retail Sales

With over 30,000 restaurants in the U.S., the largest of any Asian sub-group, Chinese food has a large impact on American cuisine.

Source: Circana, CREST®, SupplyTrack, 12 ME Dec'24; ReCount Fall 2024

Triple Threat: 1 Protein, 3 Ways

High protein is the #1 foodservice food descriptor by size and the #1 growing since 2019.

Source: Circana CREST Total Foodservice Jan '24 - Oct. '24 & MULO+ Retail Sales

41% of adults are trying to consume more protein.

Source: Circana CREST Total Foodservice Jan '24 - Oct. '24

A Case of Possibilities

The average consumer eats leftovers 112 times per year, which is up +8% vs. pre-pandemic

Source: Circana, National Eating Trends®,, 1YE Feb 2025 Sourced from Home/Retail

Dips Reimagined

Dinner is the most important meal occasion for dips: 41% of dips are eaten at dinner.

Source: Circana, National Eating Trends®,, 1YE Feb 2025 Sourced from Home/Retail 2024

Kits and Kaboodle

Consumers continue to seek out protein - Over 10% of meals are consumer-reported as "high protein", the fastest growing food descriptor in recent years. Hispanic/Latino consumers, 18-34-year-olds, and males are most likely to consume high protein meals.

Source: Circana, CREST, 3 ME March '25

Comfort Around the World

Global chicken servings grew by 7% vs. 2019, outperforming the other 3 major meat types

Source: Circana CREST 12ME Dec '24 & MULO+ Retail Sales

Beef, particularly beef burgers, is also growing vs. 2019 and is the top-performing meat type in 4 out of 12 countries

Source: Circana CREST 12ME Dec '24 & MULO+ Retail Sales

Side Hustle

Consumption of sides at home has grown steadily for 6 consecutive years. In 2024, the average consumer ate sides/apps 332 times.

Source: Circana, National Eating Trends®,, 1YE Feb 2025 Sourced from Home/Retail

Live, Laugh, Luxury

Among kids, consumption of heat-and-eat foods is up +7% vs. YA, and +33% vs. pre-pandemic.

Source: Circana, National Eating Trends®,, 1YE Feb 2025 Sourced from Home/Retail & MULO+ Retail Sales

With over 30,000 restaurants in the U.S., the largest of any Asian sub-group, Chinese food has a large impact on American cuisine.

Source: Circana, CREST®, SupplyTrack, 12 ME Dec'24; ReCount Fall 2024

From Wheel to Meal

Usage of cheese as an addition/ingredient has shifted in the past year away from sandwiches to pasta dishes, salads, and even ramen.

Source: Circana, National Eating Trends®,, 1YE Feb 2025 Sourced from Home/Retail

Cheese foods, the aggregate of 11 different side/app type foods, grew by 5% vs. 2023 and are up 11% vs. 2019. In total, these foods are included on 6.3% of foodservice orders, up from 5.9% a year ago.

Source: Circana, CREST January – June 2024

Cheese foods, the aggregate of 11 different side/app type foods, grew by 5% vs. 2023 and are up 11% vs. 2019. In total, these foods are included on 6.3% of foodservice orders, up from 5.9% a year ago.

Source: Circana, CREST January – June 2024

Parties with kids, a declining group, are a positive driver of cheese foods.

Source: Circana, CREST January – June 2024 & MULO+ Retail Sales

CASE CONCEPTS

Little Luxuries

Consumers are increasingly treating themselves at foodservice outlets. As competition increases, there are still opportunities in many treat categories, notably warm foods.

Source: Circana CREST – 3ME March 2025

Visits where wanting a treat or reward was the main reason for visiting are up by 33% since 2018 (vs. -9% for all other reasons)

Source: Circana CREST – 3ME March 2025

Treat food/bev category servings are flat vs. 2018 while all other categories are down by 9%

Source: Circana CREST – 3ME March 2025

QSR bakery snack restaurant locations have grown an average 7% per year since 2018

Source: Circana CREST – 3ME March 2025

Coffee cake is the fastest-growing treat category, growing servings at a 6% CAGR since 2018

Source: Circana CREST – 3ME March 2025

Playing With Your Food

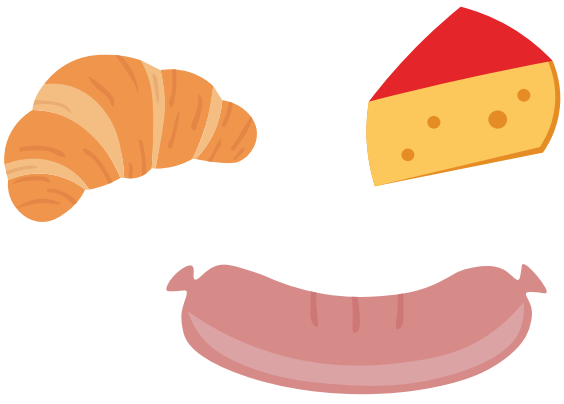
85% of Food & Beverage Forms of Lunch are Ready to Eat/Drink from Retail

Source: Circana, National Eating Trends YE March 2024

Emergency Party Supplies

The average consumer entertains guests with food at home 40 times per year, which is up +23% vs. YA.

Source: Circana, National Eating Trends®,, 1YE Feb 2025 Sourced from Home/Retail



Breakfast to the Rescue

Rising wholesale egg prices did not translate to a consumer decline in the popularity of eggs at restaurants

Source: Circana CREST – menu importance & MULO+ Retail Sales

Eggs and egg dishes dethroned cereal as the top food eaten at breakfast last year, eaten an average of 51 times per person in 2024

Source: Circana, National Eating Trends®, 1YE Feb 2025 Sourced from Home/Retail

Morning meal was the best daypart in Q1, with traffic growing by 1%. Early breakfasts eaten by white-collar workers who are returning to the office drove gains.

Source: Circana CREST 3 ME March '25

Sweet Awakenings

Coffee cake is the fastest-growing treat category, growing servings at a 6% CAGR since 2018.

Source: Circana CREST – 3 MEMarch 2025

Sweet Morning Breads/Pastries is one of the Top Growing Morning foods in 2024.

Source: Circana, National Eating Trends®, YE June; Rank based on AEPC Pt. Change '24 vs. '21 and Market Measurement®

Donut Miss the Season

Winter (Dec-Feb) is the top season for bakery section donuts, accounting for 30% of donut consumption - Index 118 vs. share of year.

Source: Circana, National Eating Trends®,, 1YE Feb 2025 Sourced from Home/Retail

Cros-Saints and Sinners

Females over-index for croissants, accounting for 62% of home/retail croissant consumption.

Source: Circana, National Eating Trends®,, 1YE Feb 2025 Sourced from Home/Retail

Sips to Slices & Party Central

Every day is a celebration! 90% of food/beverage occasions noted as a 'special occasion' occur on non-holidays.

Source: Circana, National Eating Trends®, 1YE June 2024

CASE CONCEPTS

DELI CASES

Multicultural Mashups

Case Team: *Sheree Cardoos, Rochelle Charlton, Tony Mammarella, Amanda Yoder*

Trends:
Endless Possibilities

Case Description:
Taking different global favorites and combining them together to create a new world fusion. Taking NOLA specialties and reinvigorating into creative melting pot of flavors.

Case Model: Hillphoenix O2.5UMA-4' R-290 Self-service Medium-Temp Case





Triple Threat: 1 Protein, 3 Ways

Case Team: *Thomas Seaman, Lauren Sella, Karri Zwirlein*

Trends:
Chop, Chop
Endless Possibilities
Less is More

Case Description:
1 Protein, 3 Meals - a sandwich, a bowl, and an entree!

Case Model: Hillphoenix DLPF-12' Self-service Medium-Temp Case



A Case of Possibilities

Case Team: *Sheree Cardoos, Rochelle Charlton, Tony Mammarella, Amanda Yoder*

Trends:
Less is More
Endless Possibilities

Case Description:
Start a behind the glass concept of full proteins and utilizing in multiple ways to reduce shrink. Create a more sustainable way to re-vitalize the same products in different facets. Ending the case with fully finished meal concepts the consumer can take and heat.

Case Model: Hillphoenix GMD-12' Service Medium-Temp Case With one row of glass shelves



CASE CONCEPTS

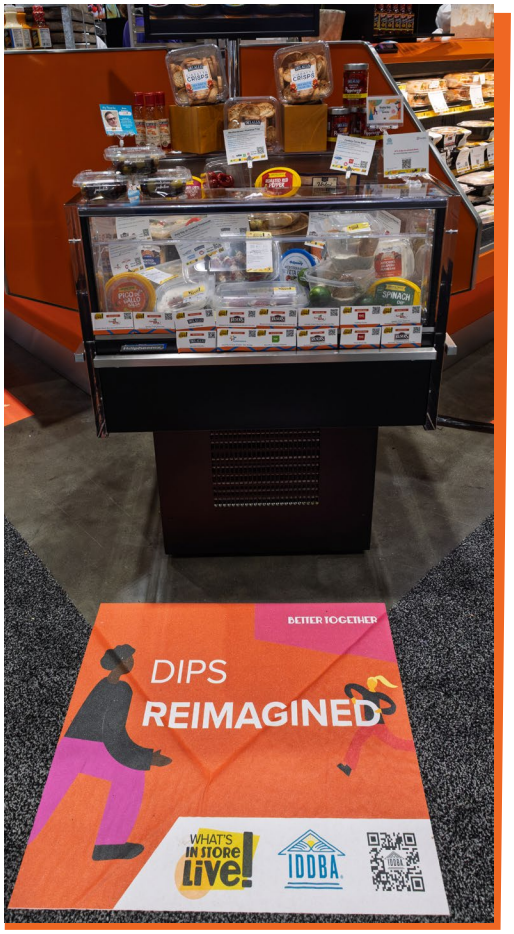
Dips Reimagined

Case Team: *Brian Freeman, Patty McCormack, Joe Peroney, Cassandra Schaefer*

Trends:
Live, Laugh, Luxury

Case Description:
In today's accelerated trend cycle, culinary evolution means bringing new flavors into surprising formats. Chefs and manufacturers are evaluating traditional dishes in a new light, taking the flavor "essence" in a playful new direction. Merging flavors and formats are reimagined to create something new. DIPS REIMAGINED features unique and flavorful dips that are both modernized and globally inspired. These reinterpreted dips allow consumers to go on a flavor journey, starting with the classics and exploring sweet, spicy, and unforgettably delicious territory along the way. Evolving consumer preferences and flavor trends mean that it's time for brands to step up innovation by offering a range of flavor experiences by adding unique elements for a bit of that "wow" factor. It'll mean the difference between mindless gameday snacking and a truly tasty experience. DIPS REIMAGINED showcases accompaniments that elevate the taste of simple foods like chips and vegetables by adding flavors that are not present in the food itself, creating a more complex and enjoyable eating experience.

Case Model: Hillphoenix MIDA-3' R-290 Self-service Refrigerated Case



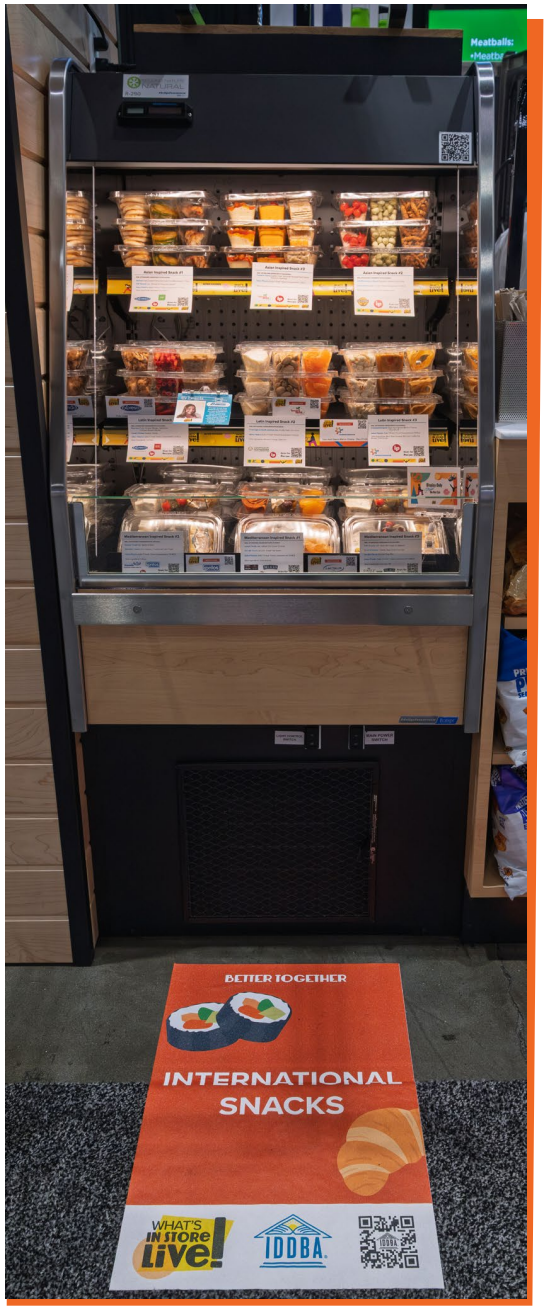
Global Bites

Case Team: *Elaine Campbell, Sarah Long, Robin Mooney, Chris Wilson*

Trends:
Chop, Chop
Live, Laugh, Luxury
Endless Possibilities

Case Description:
Inspired by Mediterranean, Spanish, and southeast Asian cuisine, Global Bites features refreshing, indulgent snacking solutions.

Case Model: Hillphoenix CF-2' R-290 Self-service Medium-Temp Case



2025 International Dairy Deli Bakery Association

CASE CONCEPTS

Sampling Station

Case Description:
This counter with seating offers customers the chance to try small portions of featured samples, such as deli items, cheeses, or hot meals at their leisure. This relaxed environment encourages deeper discussion about the products used for sampling.

Case Model: Hillphoenix CWC Dry Counter Millwork



Cracker Attack

Case Description:
This wide counter and three levels of ambient merchandising space below make for a stunning stationary sample opportunity, ideal for showcasing a variety of quick bites. Crackers, crisps, and chips are paired with the sauces and dips above for attendees to customize and enhance their sampling experience.

Case Model: Hillphoenix CWC Dry Counter Millwork



Kits and Kaboodle

Case Team: *Elaine Campbell, Sarah Long, Robin Mooney, Chris Wilson*

Trends:
Chop, Chop
Uniquely You
Live, Laugh, Luxury
Less is More

Case Description:
There's a kit for every occasion! From picnics and charcuterie to skillets and soup kits, this case boasts an array of choices for your entertaining needs.

Case Model: Hillphoenix QC-8' Self-service Refrigerated Case





CASE CONCEPTS

Comfort Around the World

Case Team: *Brian Freeman, Patty McCormack, Joe Peroney, Cassandra Schaefer*

Trends:
Endless Possibilities

Case Description:
Travel may be off the table, but you can still eat your way around the world without leaving home. Whether you are in need of a little self-care in a bowl, want to experience new tastes, or are simply looking for creative weeknight dinner ideas, these comfort foods are sure to do the trick. COMFORT FOODS AROUND THE WORLD showcases favorite foods from many cultures with a twist. These international dishes provide the warmth and familiarity you expect including Greek Chicken Parmesan, Korean Macaroni & Cheese, Mexican Cordon Bleu, Beef Fa-pitas, Gyro Pizza, and Poblano Queso Chicken Breast... Grab a prepackaged, to-go meal from this deli case; it will take you on a culinary adventure with each of the featured international recipes.

Case Model: Hillphoenix PFH-3' Self-service Hot Case



Side Hustle

Case Team: *Lindsey Abila, Matt Allen, Nicole Brickson, Alexis Flattman*

Trends:
Uniquely You
Live, Laugh, Luxury
Less is More

Case Description:
When the entree has taken every minute to prepare, you can count on team Side Hustle to launch you to the finish line! Featuring fresh takes on the viral jacket potatoes and cold salads, consumers will find themselves well equipped to feed one, two, or even the whole crew!

Case Model: Hillphoenix HS-6' R-290 Self-service Refrigerated Case





IDDBA 2025 International Dairy Deli Bakery Association

CASE CONCEPTS

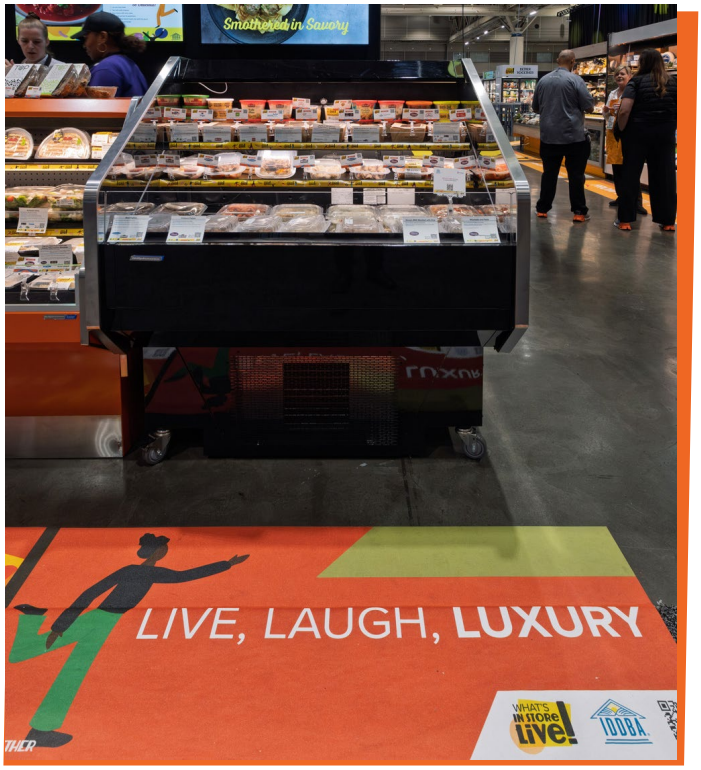
Live, Laugh, Luxury

Case Team: *Sheree Cardoos, Rochelle Charlton, Tony Mammarella, Amanda Yoder*

Trends:
Chop, Chop
Live, Laugh, Luxury

Case Description:
Luxury – No work for an at home cook. Buy and heat, no work needed.
Laugh – Partially assembled meals that require some work to finish the meal.
Live – Mix and match ingredients as desired to create your own meal.

Case Model: Hillphoenix PF-6' R-290 Self-service Refrigerated Case





DAIRY CASES

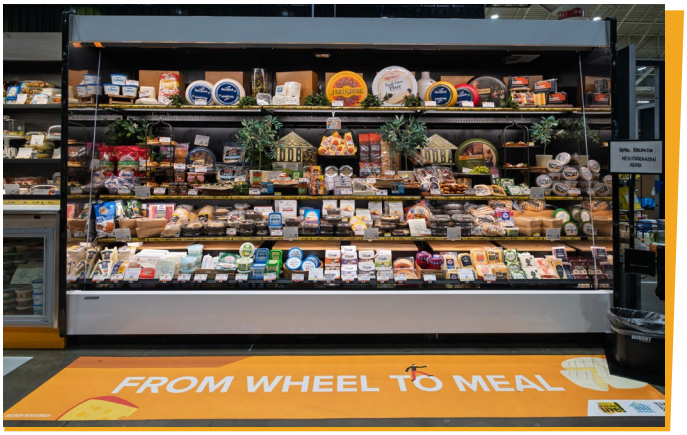
From Wheel to Meal

Case Team: *Michelle Love, Melissa O'Connor, Gayle De Caro, Michelle Ihnot, Lisa Ali, Kate O'Neil*

Trends:
Chop, Chop
Endless Possibilities

Case Description:
The Wheel to Meal case highlights the endless possibilities of transforming the same cheese into a variety of dishes. This vertical concept begins with a Wheel of Cheese or Fresh Cuts, offering customers a clear visual starting point. From there, the concept flows into easy-to-make appetizer ideas, such as simple party bites. It then progresses to "Ready to Heat & Eat at Home" solutions, featuring cheese options for quick snacks or meals, like baked feta dip, pull-apart bread, or Brie kits. In the well of the case, UPC items will be included to complement the concept, offering customers a one-stop solution. The case celebrates Limited-Time Offers (LTOs) tied to various holidays and events, such as Cinco de Mayo, Healthy Options, Cheese of the Month, Valentine's Day, and Cheddar is Better. The case will feature a selection of breads in both appetizers and ready-to-eat meals. Simple, clear labels, such as "Heat and Eat," will be displayed on packages. This case demonstrates the versatility of cheese, making it easy to incorporate into any meal or occasion, all year round.

Case Model: Hillphoenix 6NDMLH-12' Self-service Medium-Temp Case





CASE CONCEPTS

Concepts Creations Using AI

Case Team: *Allen Hendricks, Cheryl Soares, Sam A-Fattah, Essie Bootsma*

Trends:
Uniquely You
Live, Laugh, Luxury
Chop, Chop
Endless Possibilities

Case Description:
By blending technology with culinary innovation, the Uniquely You Using AI case demonstrates how AI can drive fresh, trend forward offerings while making concept development easier and more dynamic. This case shows how AI-driven creativity can transform small bites, appetizers, and finger foods using trending oils, toppings, and marinades that inspire. The door section highlights cultured dairy and non-cheese products, expanding the possibilities for innovative pairings. Leverage AI tools like Gemini and Co-pilot to develop unique recipes, generate new product ideas, and create engaging social media marketing for your store.

Case Model: Hillphoenix DB-8' Self-service Med Temp Case w/ lower refrigerated storage





Conscious Choices, Brighter Tomorrows

Case Team: *Trevor Thomas, Sheri Allen, Lucia Conejo-Mir*

Trends:
Less is More
Chop, Chop

Case Description:
As consumers increasingly prioritize sustainability, the Conscious Choices; Brighter Tomorrows case offers a practical in-store strategy for showcasing eco-friendly solutions in the cheese case. This concept is built around three core ideas: sustainable practices, sustainable packaging, and in-store repurposing. It highlights cheesemakers committed to upcycling, responsible animal welfare, methane digesters, rotational farming, and reducing their carbon footprint. It also features innovative, ecofriendly packaging solutions that meet consumer demand and focuses on transforming close-to-date cheeses into premium products, reducing waste while boosting profitability. Central to the case is a cheese bar concept, where repurposed cheeses are crafted into gourmet spreads, dips, curated small-portion flights, and tasting packs. The case is further elevated with edible packaging, such as brie bowls, which not only reduce waste but also offer a unique and delicious way to enjoy cheese. The case will also feature PDO-certified cheeses in both full wheels and cut-and-wrap portions, along with sponsor cheeses from producers with carbon-neutral footprints and innovative waste management practices. This case aims to show sustainability efforts, reinforcing environmental responsibility, and conscious choices.

Case Model: Hillphoenix DLCP-8 Single Deck Self-Service



CASE CONCEPTS

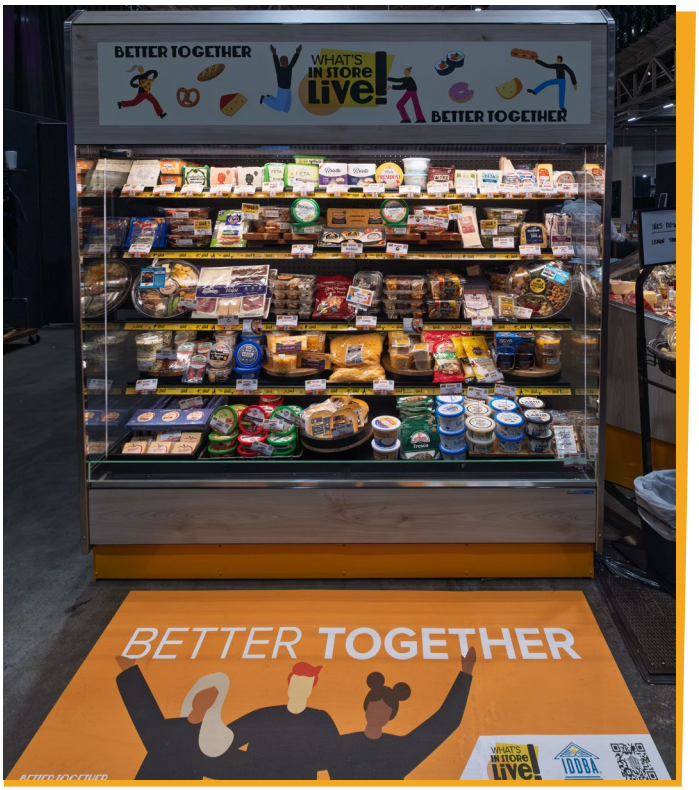
Better Together

Case Team: *Lars Bjorklund, Lauren Winger, Christian Johnson*

Trends:
Chop, Chop

Case Description:
The Better Together case highlights convenience-focused solutions that cater to busy lifestyles without compromising on quality. This case brings the Chop, Chop trend to life by offering grab-and-go cheese and dairy products designed for time-pressed shoppers. Featured offerings include pre-packaged snacking and meal solutions such as slices, curds, shredded blends, cube bags, dips, and spreads, all perfect for quick, easy meals. It also showcases shredded and crumbled cheese blends that make meal prep and snacking effortless. Gourmet grilled cheese kits featuring curated cheeses, jams, and charcuterie allow customers to simply add bread for an indulgent meal. Additionally, grab-and-go variety packs offer four-cheese assortments, ideal for snacking, entertaining, or enhancing meals. By combining convenience with quality, Better Together helps retailers meet the growing demand for versatile, ready-to-use dairy and cheese solutions.

Case Model: Hillphoenix O5DMA-6' R-290 Self-Service Med Temperature Case



Little Luxuries

Case Team: *Linda Avila, Reginald Pearson, Gayle De Caro*

Trends:
Live, Laugh, Luxury
Chop, Chop
Uniquely You

Case Description:
The Little Luxuries service case blends indulgence and convenience, offering elevated snacking options that feel special yet effortless. Featuring small cheese boards, charcuterie cups, and edible glass toppers, this curated selection makes premium offerings more accessible. Customers can choose from cut-and wrap cheeses, pre-assembled options, or order ahead for special occasions. There is also the option to purchase individual board components. From charcuterie and cheese roses to custom shapes, shoppers can easily create stunning, professional-quality displays without the hassle. It's all about making impressive, high-end presentation easy and approachable.

Case Model: Hillphoenix DLP-SW-8 Single Deck Service Case





CASE CONCEPTS

MEAL & SNACKING SOLUTIONS CASES

Playing With Your Food

Case Team:
Bakery: Tabatha Blackwell, Clayton Majeste
Dairy: Lisa Ali, Gayle De Caro
Deli: Thomas Seaman, Lauren Sella, Karri Zwirlein

Trends:
Chop, Chop
Uniquely You
Live, Laugh, Luxury

Case Description:
Play with Your Food is a joyous trip through time, taking consumers back to the playground with new takes on beloved childhood treats.

Case Model: Hillphoenix QTM-4' R-290 Self-service Refrigerated Case



Ready to Go Entertaining

Case Team: *Trevor Thomas, Sheri Allen, Melissa Shore*

Trends:
Chop, Chop
Live, Laugh, Luxury

Case Description:
This case demonstrates effortless grab-and-go options perfect for customers seeking quick, no-fuss solutions. Curated boxes showcase an assortment of cheeses, crackers, and charcuterie. Convenient grab-and-go snacks offer on the move options. Pre-assembled charcuterie and snack boards make entertaining effortless, while prepared salads, sandwiches, desserts, breads, dips, and spreads deliver fresh, ready-to-eat meals and snacks for any occasion. This display encourages impulse purchases while offering the perfect combination of convenience, quality, and variety.

Case Model: Hillphoenix Case QCD-8' Reach In Self-Service





2025 International Dairy Deli Bakery Association

CASE CONCEPTS

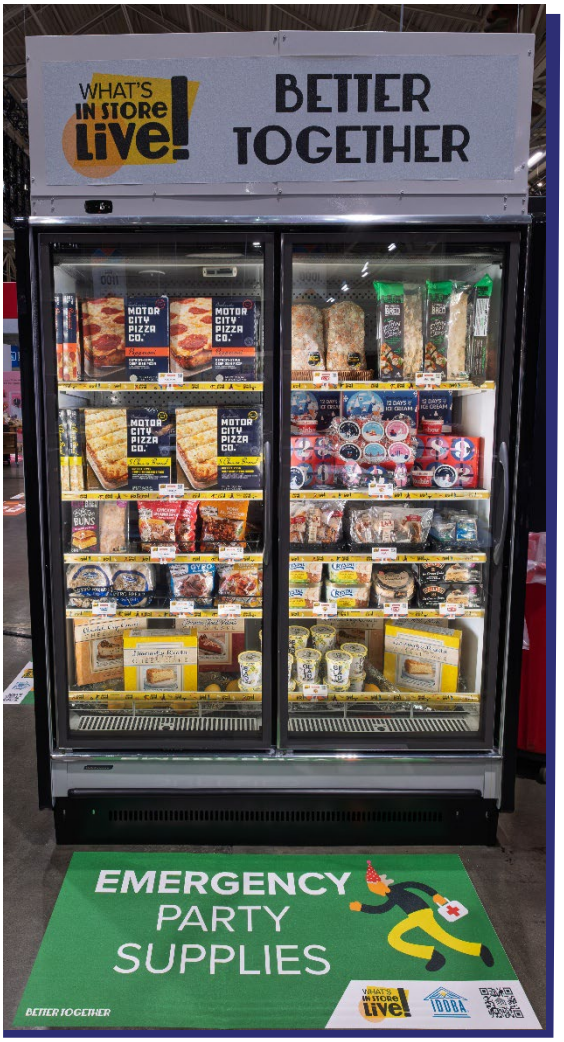
Emergency Party Supplies

Case Team: *Lindsey Abila, Nicole Brickson, Bethany Kohl, Patty McCormack*

Trends:
Chop, Chop

Case Description:
Emergency Party Supplies features frozen convenience foods - Frozen pizzas, gyros, cakes, and ice cream. We have got you covered. To throw a spontaneous party consider picking up a Detroit-Style Pizzas, Crispy Buffalo Chicken Flatbreads, Greek Beef & Lamb Gyros sandwiches, global proteins (carved slices), Mediterranean falafels, or Bavarian-style Soft Pretzels... Just heat & serve! Emergency Party Supplies features a variety of frozen options including entrees, appetizers, snacks, and side dishes offering authentic flavors that are both irresistible and on-trend. No party is complete without dessert! Emergency Party Supplies offers a variety of tasty and convenient frozen cakes & ice creams. Delicious and ready-to-eat when you are craving cool, quick, and tasty treats. Time to throw an instant party without all the hassle.

Case Model: Hillphoenix JNRZHSA-5' R-290 Self-service Low-Temp (FROZEN) Case (2 Swing Doors: 30"wide each)



Breakfast to the Rescue

Case Team: *Elaine Campbell, Sarah Long, Robin Mooney, Chris Wilson*

Trends:
Chop, Chop

Case Description:
The deli-prepared category has experienced significant growth since COVID, as pandemic conditions amplified the category's existing appeal as a convenient solution for lunch and dinner - whether for on-the-go meals or entertaining. While this momentum is impressive, substantial growth opportunities remain in breakfast and morning dayparts. This case study proves breakfast isn't exclusive to bakery departments, showcasing innovative deli offerings that can simplify customers' morning commutes or fuel their weekend activities.

Case Model: Hillphoenix CNEZLA (x2) Multi-temperature (medium, low, ice cream temp) bunker style display case with horizontal sliding lids





CASE CONCEPTS

BAKERY CASES

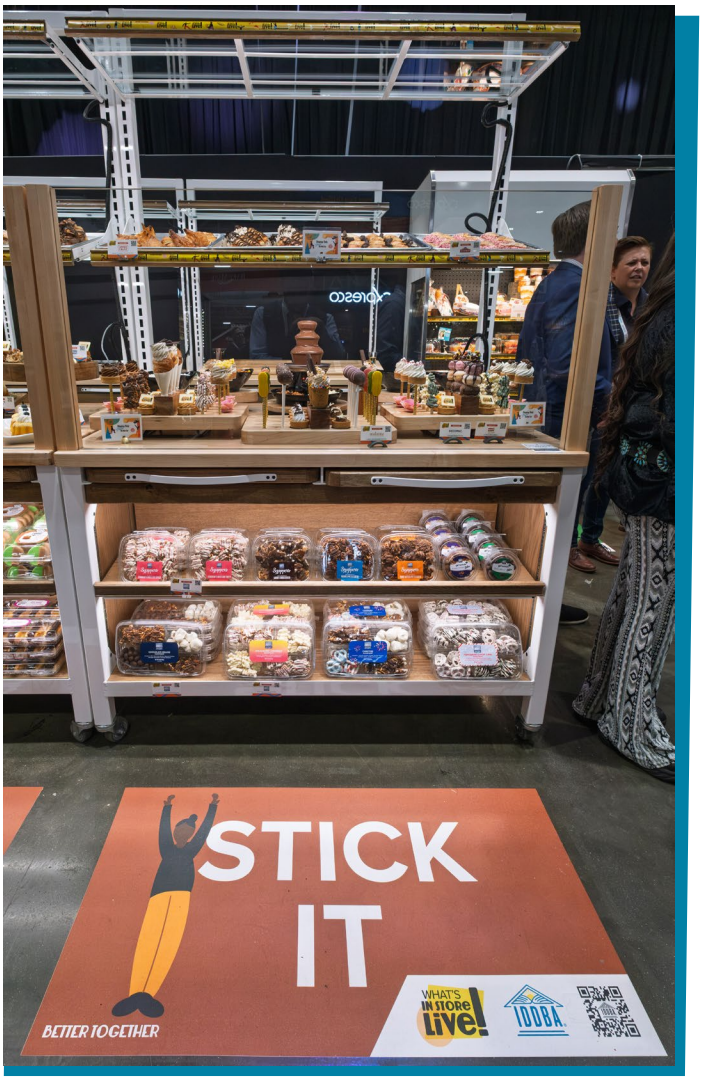
Stick It

Case Team: *Luis Martinez, Kyle Michalski, and Melynda Wood*

Trends:
Endless Possibilities

Case Description:
This case pairs fun and convenience by serving baked goods on a stick, paralleling street food trends. Focusing on playful, one-of-a-kind offerings, it aligns with IDDBA's Uniquely You Guiding Trend, which notes the rise in "demand for unique offerings that break away from the ordinary, catering to a desire for fresh ideas and novel experiences.

Case Manufacturer: Magnolia River



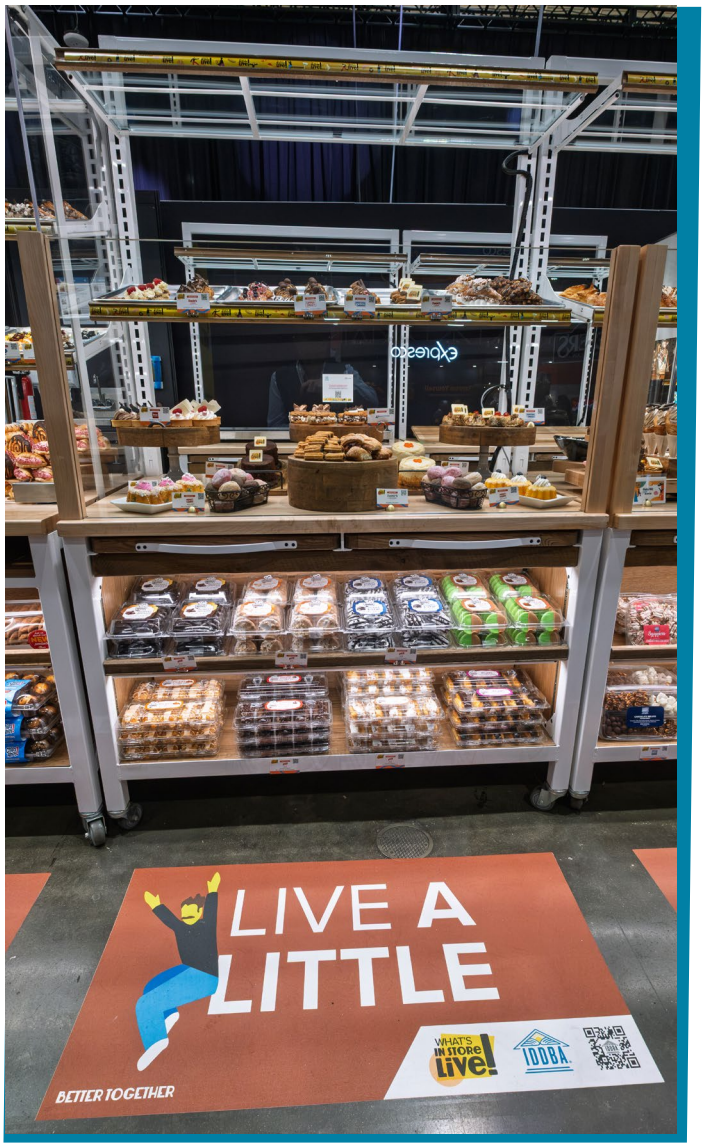
Live "A Little"

Case Team: *Luis Martinez, Kyle Michalski, and Darcy Martin*

Trends:
Live, Laugh, Luxury

Case Description:
Live "A Little" captures the consumers' desire for small upscale items that balance affordability with luxury. While consumers are still seeking indulgent treats, they are willing to purchase smaller quantities in favor of more luxurious creations that elevate traditional desserts. This case is inspired by IDDBA's guiding trend, Live, Laugh, Luxury, which notes that "Food is increasingly seen as a way to treat oneself, offering moments of enjoyment and comfort that feel luxurious."

Case Manufacturer: Magnolia River



IDDBA 2025 International Dairy Deli Bakery Association

CASE CONCEPTS

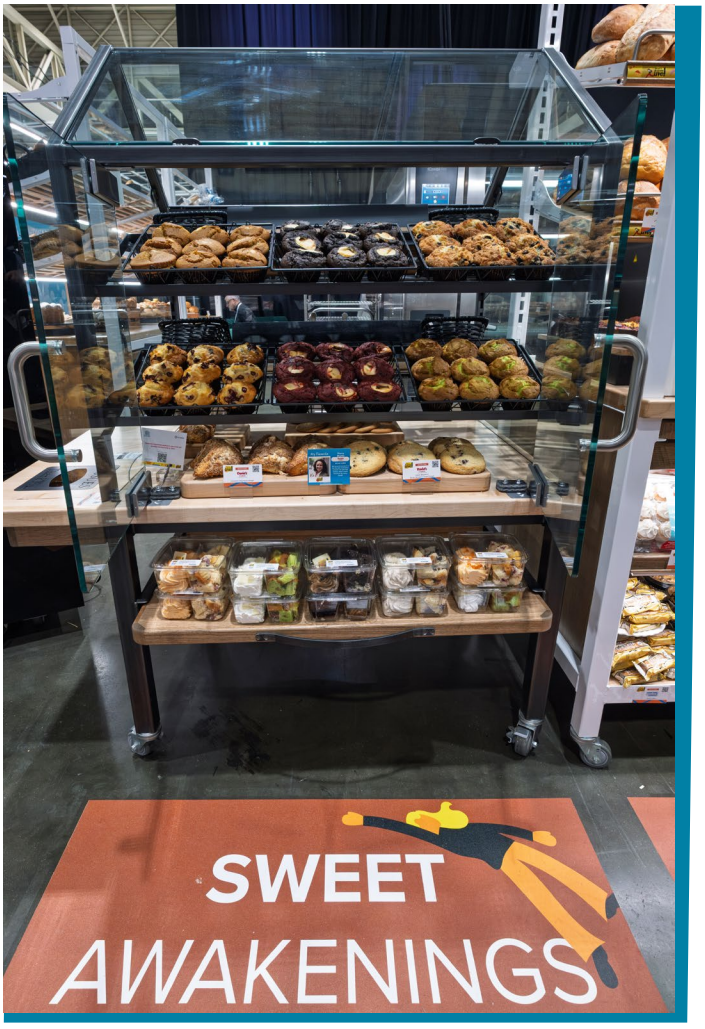
Sweet Awakenings

Case Team: *Luis Martinez, Kyle Michalski, Summer Aday, and Freda Roussell*

Trends:
Live, Laugh, Luxury

Case Description:
Sweet Awakenings draws upon consumers' appetites for quality and indulgent products as they rise for the day. This case highlights classic and modern breakfast pastries and breads, which include muffins/loaves, scones of varying sizes, turnovers & bites, and donuts. This showcases the IDDBA guiding trend, Live, Laugh, Luxury, by recommending that small changes or additions to inexpensive items can transform them into something that "feels more indulgent and satisfying."

Case Manufacturer: Magnolia River



Donut Miss the Season

Case Team: *Stephanie Ortmann and Freda Roussell*

Trends:
Uniquely You

Case Description:
The Donut Miss the Season case demonstrates how bakeries can invoke unique flavors or presentations with a traditional favorite. This case brings to life a way to capitalize on year-round flavors and decorative styles to give ideas for LTOs and new seasonal traditions. The case aligns with IDDBA's 'Uniquely You' guiding trend, bringing together popular culture and social media to transform the way consumers engage with food.

Case Manufacturer: Magnolia River





CASE CONCEPTS

Old World/New Flavors

Case Team: *Luis Martinez, Kyle Michalski, Nicole Nelsen, and Nicole Najarro*

Trends:
Less is More
Endless Possibilities

Case Description:
These cases are a love letter to bread! A showcase of new classics & familiar favorites, these cases will highlight breads influenced by old-world flavors and formats alongside trending tastes. This section will also feature a hot case showcasing ready-to-enjoy offerings like pull-apart garlic bread and ooey-gooey sweet breads! These cases will demonstrate bold reworks that minimize food waste while still wowing consumers. Old World/New Flavors embodies our “Less is More” and “Endless Possibilities” trends - proving we can have it all while combating food waste!

Case Manufacturer: Flexeserve and Magnolia River





You’re Killing Me Smalls

Case Team: *Luis Martinez, Kyle Michalski, and Freda Roussell*

Trends:
Less is More

Case Description:
Bakery underperforms in smaller and single households, partly due to financial and food waste concerns. You’re Killing Me Smalls showcases savory bakery options that help consumers reduce food waste, whether driven by environmental or budgetary concerns. This case aligns with our Less is More Guiding Trend: “By prioritizing less waste and sustainability, brands can appeal to environmentally conscious consumers while contributing to a more responsible and resource-efficient food system.”

Case Manufacturer: Magnolia River



CASE CONCEPTS

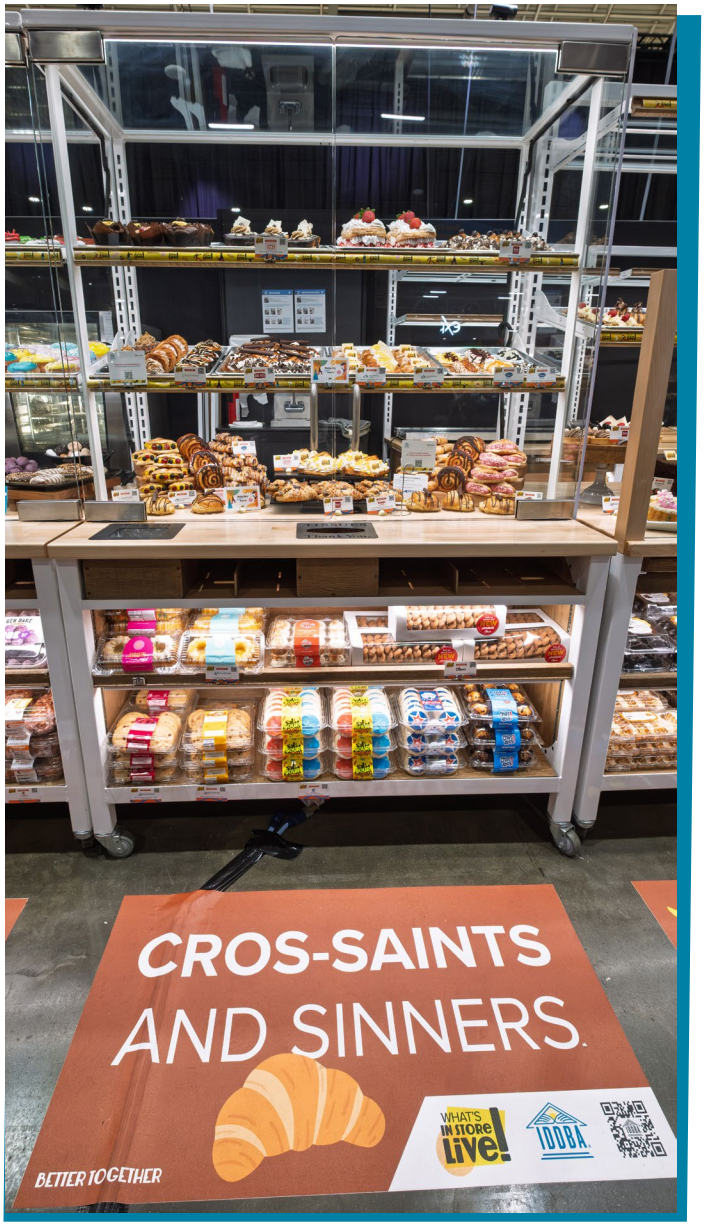
Cros-Saints and Sinners

Case Team: *Luis Martinez, Kyle Michalski, and Summer Aday*

Trends:
Uniquely You

Case Description:
Cros-saints and Sinners brings viral bakery trends to life while showcasing a few nontraditional croissants poised to go viral. Croissants have surged in popularity on social media, especially creative reimaginings of the classic pastry. Early 2024 saw the rise of the flat croissant and the "crookie"—a mashup of a cookie and croissant. As IDDBA's Guiding Trend Uniquely You states, "Unusual items, from bold mashups to quirky designs, create buzz-worthy moments that make them irresistible purchases."

Case Manufacturer: Magnolia River



Choose Your Own Adventure

Case Team: *Frank Lewis and Katrina Robbins*

Trends:
Live, Laugh, Luxury

Case Description:
This case features a build-your-own-box promotion, mixing CPG items with store-made products. Customers can create charcuterie-style assortments in varying sizes—the perfect sweet-tooth solution for gifts or entertaining!

Case Model: Hillphoenix UPA-8' R-290 Self-service Medium-Temp Case



Hip to Be Square

Case Team: *Melinda Dunn, Casey Gorman, and Clayton Majeste*

Trends:
Chop, Chop
Endless Possibilities

Case Description:
This case shows smaller cakes and sweets boxed up and ready for your enjoyment! There are a few unique takes on this. First, the bento box cake—taking inspiration from Japanese lunch boxes but applied to cake! A perfect option to share on a date night or enjoy by yourself after a long, long day! Another section will display graze boxes, demonstrating how bakery departments can capitalize on charcuterie trends. Lastly, there'll be fun options for those who may not want cake, showing a cake decorator's approach to conventional bakery products, featuring items like loaded brownies and cookie cakes.

Case Model: Hillphoenix PF-12' Self-service Medium-Temp Case



CASE CONCEPTS

Sweet Slices and Spooky Bites

Case Team: *Tabatha Blackwell, Melinda Dunn, Beth Kohl, and Sara Vanderheyden*

Trends:
Uniquely you
Live, Laugh, Luxury

Case Description:
This case focuses on cake designs that will encourage consumers to create an occasion to celebrate. It will demonstrate two approaches. First, designs that will appeal all day (not just as a sweet snack after dinner) through showcasing flavor profiles that align with different times of day. Live out your inner child and have cake at each meal! Secondly, it will show cakes you'll die for... These spooky designs tap into seasonal influences like Halloween as well as pop culture-inspired spooky designs.

Case Model: Hillphoenix (16' total) SMD-8' Service Medium-Temp Case With one row of glass shelves per case





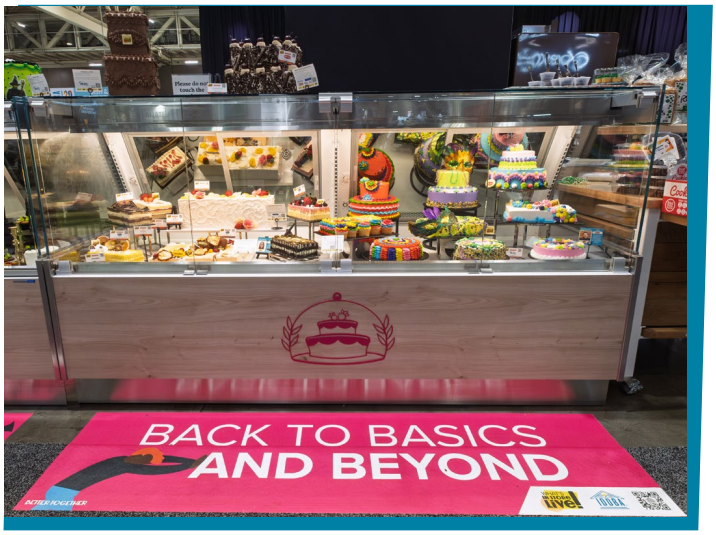
Back to Basics & Beyond!

Case Team: *Melinda Dunn, Beth Kohl, and Sarah Vanderheyden*

Trends:
Live, Laugh, Luxury
Addressing Labor Challenges

Case Description:
This case focuses on the basics while providing inspiration for more challenging designs, helping decorators grow their skills as their confidence builds. It will showcase cakes of varying skill levels for birthdays, anniversaries, and holidays. This case also challenges bakeries to rethink their offerings, transforming often-overlooked sheet cakes and bar cakes into works of art. The fundamentals should remain achievable—but never boring.

Case Model: Hillphoenix (16' total) SMD-8' Service Medium-Temp Case With one row of glass shelves per case





2025 International Dairy Deli Bakery Association

CASE CONCEPTS

Sips to Slices

Case Team: *Katrina Robbins*

Trends:
Endless Possibilities
Live, Laugh, Luxury

Case Description:
This case showcases a fun flavor trend—turning beverages into dessert inspirations. The highlight will be an incredible sampling of:

- Chicory Coffee-Infused Cake – Rich, earthy notes with a roasted depth
- Bourbon-Infused Cake – Warm caramel and oak undertones
- Lavender-Honey Infused Cake – Floral sweetness balanced with herbal aroma All three represent distinct influences: coffee, cocktails, and teas. This case breaks barriers in the food industry—we know consumers love these flavors, and now they can enjoy them in an exciting new format!

Case Hillphoenix Model: PT-6' Self-service Medium-Temp Case with condiment rail





Party Central

Case Team: *Full Bakery Team*

Trends:
Chop, Chop

Case Description:
Party Central showcases how bakeries can meet consumers' needs for entertaining. While bakeries dominate desserts and sweets — and play a key role in meal accompaniments like bread and rolls —many consumers don't think of the bakery for appetizers or shareable party dishes. This case is inspired by IDDBA's first Guiding Trend Chop Chop, consumers are looking for practical yet enjoyable options so they can enjoy their party instead of working at it. Party Central demonstrates how the bakery is a one-stop destination for a busy consumer's entertaining needs.

Case Model: Hillphoenix JNRBH-8' Self-service Medium-Temp Case (4 French Doors: 24"wide each)







FEATURED PARTNERS & PRODUCTS



Get an exclusive preview of the companies and products showcased in What's in Store Live!

WHAT'S IN STORE LIVE!

CLICK TO VIEW

FEATURED PARTNERS

https://iddba.mediavalet.com/portals/2025WISLPartners

WHAT'S IN STORE LIVE!

CLICK TO VIEW

FEATURED PRODUCTS

https://iddba.mediavalet.com/portals/2025-WISL-Sponsored-Product-Directory

IDDBA 2025 International Dairy Deli Bakery Association