



## VIRTUAL CONFERENCE AGENDA

### Day #1

Approx. Timing	TUESDAY, NOVEMBER 16
1:00 pm	<b>Welcome!</b> Robert Carter, President, CAC
1:10	<b>Seize the Data Panel</b> <ul style="list-style-type: none"> <li>• Catherine Crozier, Chair, Board of Directors, CAC / Senior Director, Strategy, Marketing and Brand Innovation, McCafé &amp; Breakfast Platform, McDonald's Restaurants of Canada Limited (Moderator)</li> <li>• Vince Sgabellone, Industry Analyst, NPD Canada</li> <li>• Pam Wood, Industry Analyst, NPD Canada</li> <li>• Cheryl Hung, Dig Insights</li> </ul>
2:20	<b>CEO Panel:</b> <ul style="list-style-type: none"> <li>• Richard Southern, 680 News (Moderator)</li> <li>• Lori Digulla, Senior Vice-President &amp; General Manager, Starbucks Canada</li> <li>• Olivier Lemire, President, Keurig Dr Pepper Canada</li> <li>• Adam Pesce, President, Reunion Coffee Roasters</li> </ul>
3:00	<b>COFFEE BREAK</b>
3:10	<b>State of the Economy</b> <ul style="list-style-type: none"> <li>• Doug Porter, Chief Economist &amp; Managing Director, BMO Financial Group</li> </ul>
3:40	<b>How Can We Refill Our Cup</b> <ul style="list-style-type: none"> <li>• Tony Chapman</li> </ul>
4:00	<b>Grounds for Health / Silent Auction</b> <ul style="list-style-type: none"> <li>• Ellen Starr, Executive Director, Grounds for Health</li> </ul>
4:15	<b>BREAK – PREP FOR NEXT SESSION</b>
4:25	<b>Coffee-Themed Interactive Cocktail Session</b> <ul style="list-style-type: none"> <li>• Cassie Kane, Sr. Director, Field Sale Marketing, Monin</li> <li>• Andres Zamorano, Beverage Innovation Manager, Monin</li> </ul>