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CACCONNECT 2023 COFFEE CONFERENCE

Globe and Mail Centre
351 King Street East, Toronto – 17th floor

Thursday, November 9, 2023

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8:00-9:00 am

**REGISTRATION, CONTINENTAL BREAKFAST,
NETWORKING, MARKETPLACE OPEN**

9:00-9:10

WELCOME & OPENING REMARKS

Robert Carter, President, CAC
Tony Chapman, Conference Host & Media Personality

9:10-9:55

SEIZE THE DATA PANEL: In-Home Insights

Solange Ackrill, VP, Corporate Strategy & Marketing,
Club Coffee L.P., an ofi company, *Moderator*
Lisa Covens, Senior Vice-President, Leger
Nick Gibson, SMB Team, NielsenIQ
Cheryl Hung, Vice-President, Research, Dig Insights
Kathy Perrotta, Vice President Market Strategy &
Understanding, Ipsos

9:55-10:30

CEO PANEL

Richard Southern, Reporter, 680 CityNews, *Moderator*
Matt Johnston, CEO & Co-Founder, Collective Arts Brewing
Lisa Richardson, EVP & COO, Canterbury Coffee
Thomas Wong, Co-Founder & President, Chatime



10:30-10:50

COFFEE BREAK (Fundraiser, Exhibits, Food Professor Podcast)

10:50-11:35

SEIZE THE DATA PANEL: Out-of-Home

Robert Carter, President, CAC, *Moderator*
Rick Brown, President Foodservice, Fashion & Beauty, Circana
Cheryl Hung, Vice-President, Research, Dig Insights
Vanessa Toperczer, Senior Vice President, IMI International

11:35-12:05

NAVIGATING THE SUPPLY CHAIN:

Coffee's Opportunities and Challenges
Dr. Sylvain Charlebois, Professor, Dalhousie University

12:05-12:10

COFFEE GIVES BACK FUNDRAISER

Rebecca Malcomson, Second Harvest

12:10-1:00 pm

LUNCH (Fundraiser, Exhibits, Food Professor Podcast)

1:00-1:40

CMO PANEL

Robert Carter, President, CAC, *Moderator*
Hope Bagozzi, Chief Marketing Officer, Tim Hortons
Tracey Cooke, SVP, Marketing & Commercialization
Head of the Centre of Marketing Excellence, Nestlé Canada
Alex Green, Chief Experience Officer, Longo's

1:40-2:20

THE FUTURE OF COFFEE

Adam Pesce, President, Reunion Coffee Roasters, *Moderator*
Getahun Gebrekidan, Coffee Program Manager, Fairtrade Africa
Vern Long, CEO, World Coffee Research
Sara Mason, Head of Sustainability Engagement – Coffee, ofi

2:20-2:45

BREWING CHANGE

Stephen Adler, Sr. Director, Public Affairs, National, *Moderator*
Michael Graydon, CEO, Food, Health & Consumer Products
of Canada (FHCP)
Calvin Lakhan, Co-Investigator, The Waste Wiki, York University
Christien Parrott, Director of Sustainability, Strategy &
Implementation, Mother Parkers

2:45-3:00

COFFEE BREAK (Fundraiser, Exhibits, Food Professor Podcast)

3:00-3:45

KEYNOTE SPEAKER

Unleashing the Power of Creativity
Daniel Lamarre, Vice-Chair of the Board, Cirque du Soleil

3:45-4:00

CAC INAUGURAL AWARDS

Robert Carter, President, CAC

PRIZE DRAW/ WRAP UP

Kim Cunningham, Chair, Coffee Association of Canada
Robert Carter, President, CAC

KEY TAKEAWAYS

Tony Chapman, Conference Host

4:00-4:30

RECEPTION