



## 2025 Private Label Health & Beauty Care Session

### Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Monday, April 7, 2025

#### Buyer's Only Store Tours

**150 minutes**

Join us to tour local Chicago stores during your trip out to the session! Explore local and regional retail gems during this self-guided experience, with transportation provided to the following stores:

Mariano's

Jewel- Osco

Butera Market

Tours are for buyers only and spaces are limited! To secure your spot, please fill out the [RSVP](#).

---

## Private Label Leadership Summit: Whole Foods Market

**30 minutes**

Hear from Tom Hermes, VP, Sourcing & Product Development, at Whole Foods Market.

Tom Hermes, VP, Sourcing & Product Development  
Whole Foods Market



---

## Private Label Leadership Summit: Walmart

**30 minutes**

Hear from Walmart's Drew Sadler, Vice President – Sourcing, Food Pantry.

Drew Sadler, Vice President – Sourcing, Food Pantry  
Walmart



---

## Unleashing the Power of Private Label Brands in CPG

**40 minutes**

Join Diana Leza Sheehan, founder of PDG Insights, as she provides a first look at the 2025 Private Label Pulse Study. Understand what drives consumers to buy private label and how retailers can differentiate their private label portfolio for consumers through assortment, marketing, and innovation. We'll also explore barriers for consumers in buying private label and explore the consumer segments best positioned to drive sales in retail for private label products. This session will provide a unique lens from the shopper point of view that helps dig into the why behind the buy.

Diana Leza Sheehan, Founder  
PDG Insights



---

## Private Label Leadership Summit: Sprouts

**30 minutes**

Hear from Jac Ross, VP - Own Brand, Sprouts.

Jac Ross, VP - Own Brand  
Sprouts



---

## Private Label Leadership Summit: NielsenIQ

**30 minutes**

Join NIQ for an exciting deep dive into the private label industry! We'll spotlight the latest trends, standout brands, and the innovative strategies retailers are using to thrive in both the food & beverage and health & beauty care sectors. Don't miss out on valuable insights to keep you ahead in the competitive private label market.

Patrick Dougherty, Director of SMB Acquisition  
NielsenIQ

