



Get your Fresh Item profits in line

January 29th to February 1st

at the **7th Annual Fresh Item Management Conference.**

Join your grocery chain perishables management peers at the **Tradewinds Sandpiper Resort and Conference Center, St. Petersburg Beach, Florida** for a hands-on workshop and interactive forum focused on meat, deli, bakery, seafood, floral and produce department fresh item challenges.

Keeping Fresh Profitable



6011 Benjamin Road, Suite 107, Tampa FL 33634 • (+1) 813.849.1818 • www.ad-c.com

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refresh 2008: the 7th Annual Fresh Item Management (FIM) Conference and ADC User Forum.

This is a must-attend event if you are responsible for protecting and increasing profits in supermarket perishable categories or departments.

refresh 2008 provides keen insights into how to **understand and leverage Fresh Item in-store production opportunities.** We'll look at the latest techniques and processes for producing the right products, at the optimum price, and at the right time to ensure increased availability, freshness, value and customer satisfaction within your fresh departments.

Food safety is a daily concern for grocers interested in sustainability, recalls and proactively managing traceability. See how integrated shrink tracking, recipe management, perpetual inventory, automated replenishment and scale/printer management systems can transform these challenges into profitable opportunities.

For more information visit www.ad-c.com and click on **refresh 2008** or contact Jan Dragotta at ext. 234.

