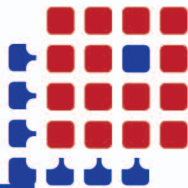


**PRIVATE BRANDS**  
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Attend FMI Private Brands and FMI2012 sessions to understand consumers, industry trends, new technologies and marketing trends.

Attendees will:

- Gather comprehensive information about the latest government updates, marketing and merchandising best practices, brand strategies, product innovation, sustainability, logistics and supply chain best practices, as well as food safety.
- Learn the latest in consumer trends, including consumer attitudes about private versus national brands, consumer habits in regards to purchases, consumer perceptions on brands and quality and why private brands are growing as consumers buy and come back to buy them again.
- Develop an understanding of what it takes to differentiate and develop brand loyalty and market private brands products effectively.
- Discover how to leverage consumer insights and provide solutions for shoppers who are looking for sustainable and healthy products.

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