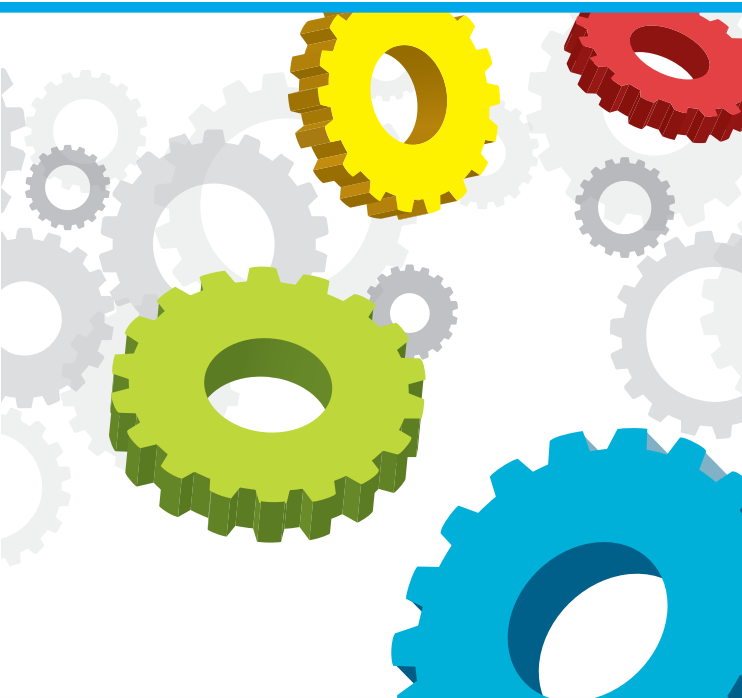


Supervalu Workshop Series

September 1-3, 2009 Minneapolis, MN



Can Supervalu Make the Model Work?

Supervalu has been working to create a smoothly functioning company out of several separate legacy businesses--on both the retail and wholesale sides. After more than three years, there has been some progress--but the combination of high debt and the current economic climate isn't optimal...and the pressure is mounting for results from shareholders, bankers, and suppliers.

With a recession, a management change, a lot of overhead, and no shortage of competition, can they bring it all together before the risks outweigh the rewards?

Schedule at a Glance

Time	Sep 1	Sep 2	Sep 3
8a-12p	Supervalu Workshop	MVI Keys to Vendor Success: What Supervalu Will Learn From Wal-Mart	Strategic Retailer Management in a Recession
1p-5p		Retailer Economics: The Art of Shelf Defense	

Sep 1 **Supervalu Workshop: The (Re) Balancing Act**

In this full day session, MVI navigates through the US supermarket industry as a whole, Supervalu's competitive challenges, and the way those large trends are influencing Supervalu's future.

- Competing pressures from different stakeholders make Supervalu's strategy hard to implement: **Understand the key internal indicators in assessing Supervalu's progress**
- Supervalu's new leadership can apply lessons from

other retailers like Walmart: **Identify the things Supervalu must consider to compete more effectively...and evaluate supplier risks and opportunities**

- Supplier teams must communicate the Supervalu story internally to maintain needed resources: **Uncover the functions, skills, and capabilities where those resources might be applied for maximum return**
- **Walk away with MVI's updated overall business forecast for Supervalu through 2013**

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Sep 2 **MVI Keys to Vendor Success: What Supervalu Will Learn From Wal-Mart (AM)**

This half-day session is designed to engage suppliers in a lively strategic dialogue around the external factors that will change Supervalu's future. MVI leads a review of some of the fundamental trends and initiatives that are altering the retail landscape around Supervalu and that demand a calculated response from the customer and supplier community.

- What do Supervalu and its suppliers need to know about Project Impact at Wal-Mart and how it changes the game for grocery companies?
- How will Shopper Data look at Supervalu in the future and what should vendors do to prepare their company and their team?
- What does the evolution of the Chicago market tell us about the changing nature of grocery channel competition?
- How is private label evolving and what does it mean for branded suppliers?

Sep 2 **Retailer Economics: The Art of Shelf Defense (PM)**

Dramatic changes in shopper behavior and instability in the capital markets are forcing retailers to focus their strategies inward to comp store sales (versus store expansion) for growth. This step-change in the amount of risk tolerated by retailers requires new levels of financial understanding and skill by supplier account teams. MVI presents a special SkillBuilders course on Retailer Economics:

- Raise your Financial Acumen— learn the language of finance and metrics across different retailers, formats, and channels.
 - **See problems before they become reality – identify opportunities of financial return.**
 - **Set strategies for results in an environment of rapidly changing retailer requirements.**
- Gain a working understanding of the basis, elements,

and drivers of GMROI and other return-based financial measures. These will become part of everyday conversations as item margin and velocity become critical to success on the shelf.

- Private label delivers value to cash-starved shoppers while providing increased margin opportunities to retail operators. It has and will put increased pressure on brands to perform over the next 12-18 months— **identify the implications to your brand and how to manage them.**

Sep 3 **Strategic Retailer Management In A Recession**

MVI's renowned SkillBuilders course on strategic frameworks and planning now incorporates the influence and implications of the economy to help suppliers plan account strategy in light of the downturn. The workshop gives participants an exercise-driven "lens" for account planning, using retailer examples to illustrate MVI's account management process. The class includes modules on negotiation tactics, a co-planning roadmap, and ways to maximize business reviews, top-to-tops, and scorecards in this tough environment.

- **Strategic Frameworks for Leverage.** Navigate through strategic paradigms to align with the way retailers go to market, gain an in-depth understanding of the critical functions within the retailer necessary to execute your account plan, and identify techniques to move the dialogue beyond price to the "who" and "how."
- **The Co-Planning Roadmap.** Utilize the OGSM (Objectives, Goals, Strategies, Measures) method as a co-planning framework and learn how to merge brand plans, retailer plans, and scorecards into a cohesive story.
- **Negotiation Tactics.** Uncover retailer negotiation methods and explore how today's uncertain environment offers new challenges and new opportunities.
- **Measurement and Alignment.** Gain insight into maximizing scorecards and reviews, including how to consider both short-term issues and longer-term endeavors in the context of pricing and margin

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For More Info & Registration

Email CustomerService@mventures.com

Web www.MVI-Worldwide.com/Events

Call 1.800.370.3261 or
1.617.588.4100

Logistics

Hyatt Regency Minneapolis

1300 Nicolet Mall
Minneapolis, MN 55403
612-370-1234

Day Rate USD 1650 **1/2 Day Rate** USD 895

Room rate: USD169

Cut-off date: 8/24/2009

Multi-seat rates available. Please contact MVI for details. MVI accepts: Visa, MasterCard, American Express, and Discover.

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State/Country _____

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Signature (required) _____

Orders totaling less than USD 5,000 require payment at time of registration. Session fee includes continental breakfast and lunch each day and hard copies of relevant MVI training outlines. Website subscribers have access to soft copies online. Cancellations/Substitutions Cancellations received in writing 10 days before the program will qualify for a credit on a future MVI program. Substitutions must be communicated and are allowed at any time. MVI is unable to issue refunds for cancellations. If, due to travel restrictions, security issues or other business reasons, MVI determines that it is not preferable to deliver its traditional classroom programs (such as Workshops and Forums), MVI reserves the right to substitute comparable, alternative learning systems (such as interactive Webcasts) in their place. Content Speakers and topics subject to change. MVI specifically disclaims any liability for the editorial content of the presentations made by non-MVI speakers, which wholly originates with the speakers. The analysis and conclusions presented by MVI represent the opinions of the company. The views expressed do not necessarily reflect those of the retailers under discussion, nor are they endorsed or otherwise supported by the management of those retailers. Sessions may be taped by MVI for internal training purposes.