



Consumer-Driven Category and Brand Management

A hit at Expo West, SPINS will review this seminar online for our retailer partners. Learn about the consumers that drive Natural Product Industry trends, and how this information can significantly increase your sales.

**People are lining up for
Natural and Organic products**



Do you know who they are?

Please join SPINS' Shep Kroner as he analyzes Natural Products consumers and segments them into key buyer groups. He will use the attitudinal drivers revealed by our latest study to identify which consumers drive the growth of the industry, and how to target them in order to boost sales.

Contact Shep@spins.com to sign up for one of the following sessions:

Tuesday, April 25th - 10-11am EDT

Wednesday, April 26th - 1-2pm EDT

Thursday, April 27th - 4-5pm EDT

Please RSVP by Friday, April 21st.