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**Exclusive Sales Data and Industry Trends Insight to be Presented
at AWMA C-Metrics™ Convenience Industry Outlook Forum**

Fairfax, VA: The 2014 AWMA C-Metrics Convenience Industry Outlook Forum will be held June 23 – 24, at the Doubletree Hotel Chicago O’Hare, and will present the industry’s first look at sales projections for 2014 for core in-store categories, providing information and insight to help companies gain a competitive advantage. This year’s event will be sponsored by **AWMA, InRhythm, Inc., Convenience Distribution™** magazine and **Convenience Store News**.

The Outlook Forum will include category analysis and exclusive, current sales information and projections based on C-Metrics™, developed by global business intelligence leader InRhythm, Inc. and outlined by the company’s president & CEO Viv Penninti.

“The 2014 Outlook Forum will provide a strategic look at how in-store warehouse delivered products are performing today,” said AWMA President & CEO Scott Ramminger.

Keynote speaker Bonnie Herzog, managing director, Beverage, Tobacco & Convenience Store Research at Wells Fargo Securities, LLC, will provide an overview of the current state of convenience retailing.

In Category Close-Up sessions, distributors, retailers and manufacturers will receive a first-hand look at the most up-to-date, comprehensive sales data for the convenience industry, as well as analysis by some of the top experts available.

“Generated by InfoMetrics and C-Metrics™, that data will be an invaluable tool for attendees seeking to maximize the impact of their strategic business and category management decisions,” Ramminger said. “Companies can use the data to generate plans to enhance warehouse turns, reduce item distribution voids and make informed decisions to gain a competitive advantage in the convenience channel.”

Category Close-Up sessions will cover these in-store categories.

- Cigarettes/OTP – David Bishop, Managing Partner, Balvor, LLC
- E-Cigarettes & Vaping -- Nik Modi, Managing Director of Tobacco, Household Products and Beverages, RBC Capital Markets, LLC
- Candy -- Kit Dietz, Principal, Dietz Consulting LLC
- Salty & Alternative snacks -- Steve Montgomery, President, b2b Solutions

“Unlike other data commonly available in the industry, the C-Metrics™ platform generates *current* sales data— through the first five months of 2014— on all warehouse delivered items by category, subcategory, manufacturer, brand, SKU,” Ramminger said.

For more information, registration and hotel information, please go to <http://awmanet.org/event/ciof/>

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The American Wholesale Marketers Association (AWMA) is the only international trade organization working on behalf of convenience distributors in the United States. Its distributor members represent more than \$85 billion in U.S. convenience product sales. Associate members include manufacturers, service providers, technology companies, brokers, retailers and others allied to the convenience retailing industry.

In addition to convenience stores, their largest customer segment, convenience distributors also service grocery stores, drug stores, tobacco shops, mass merchants, newsstands, concession stands, gift shops, fundraising groups, restaurants, institutions and much more.