**Wegmans Produce Strategy**

Presented by Dave Corsi  
Tuesday, March 8, 2016  
2:45pm – 4:00pm

**Pre-Lecture Exercise**

Dave Corsi, Vice President of Produce and Floral at Wegmans, will present and discuss “Wegmans Produce Strategy” on Tuesday, March 8th. His presentation will be followed by a visit to the local Wegmans store, where we will tour and have dinner.

Wegmans is widely acknowledged to be among the nation’s best food retailers and perishables, food service, and culinary innovation are sources of strength in the company’s go-to-market strategy.

In preparation for his presentation, Dave Corsi asks that you think about and be prepared to discuss: What can Wegmans do to remain relevant in the marketplace?

For those who would like information on Wegmans, please follow these links:

[http://www.thedailybeast.com/articles/2015/05/15/why-wegmans-is-so-much-more-than-just-a-supermarket.html](http://www.thedailybeast.com/articles/2015/05/15/why-wegmans-is-so-much-more-than-just-a-supermarket.html)