



Greetings!

The team at **Clemens Food Group (Hatfield® Brand Pork)** is very excited to sponsor the Collegiate Challenge, co-sponsored by the **Council for Retail and Sales**. This team-based competition is tasked to solve a real business opportunity for our company.

This year's CRS Collegiate Challenge, powered by **Hatfield®Recipe Essentials®Brand Ground Pork**, is designed to help grow the Hatfield® Brands' business. The top team will be awarded \$1,000 to be divided by team members and a 'traveling' trophy that will be housed at the winner's school until the next competition. The second-place team will be awarded \$400 to be divided by team members.

The challenge culminates in a regional competition to be held on **April 7, 2020** at the Penn State Lehigh Valley campus. Each school or branch may enter up to 2 teams. **Last year some of the colleges ran a local competition and then sent their top team(s) to the final competition. This is a great class or club (e.g. Enactus, Business Clubs, LaunchBox) project!** The competition will be judged on the written paper and the presentation.

Details of the Challenge are in the following pages. We think presenting students with real business problems and having them develop solutions to those problems will help them bridge the gap between academics and the business world. Thanks for participating!

Kiersten Hafer VP Marketing and Innovation
Khafer@clemensfoodgroup.com

Michele Williams Senior Marketing Manager
Hatfield®Retail Brand
miwilliams@clemensfoodgroup.com

Clemens Food Group
2700 Clemens Road
Hatfield Pa, 19440
Office: 215-368-2500

Brand Site: www.simplyhatfield.com
Company Site: www.clemensfoodgroup.com

James R. (Doc) Ogden, Ph.D.
Chair, Board of Directors
Council for Retail and Sales at
Penn State Lehigh Valley
610-434-3506
docogden@verizon.net
<http://crspsu.org/>

Elaine Thode
Program Coordinator
Council for Retail and Sales
ezt158@psu.edu
610-285-5111
crspsu.org
launchbox.lv.psu.edu



The Council for Retail and Sales at Penn State Lehigh Valley

2020 Collegiate Challenge Powered By



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Important Dates

| | |
|---------------|--|
| Feb 21, 2020 | <u>Intent to participate due</u> |
| Mar 20, 2020 | <u>Paper due</u> |
| April 7, 2020 | <u>Team presentations at PSULV</u> |



CRS Collegiate Challenge Case Information Powered by Hatfield®Recipe Essentials®Pork

INTRODUCTION

You've heard of Shark Tank the television show. We're taking that concept and applying it to a collegiate competition in retailing and sales! When you enter the **CRS Collegiate Challenge, powered by Hatfield®Recipe Essentials®Ground Pork**, you gain both practical and theoretical experience through the development of recommendations for a major corporate client. This challenge allows you the ability to bring your lifelong learning skills to a competition that will help to build a great base for your personal career in business.

The focus of the competition will be on helping **Hatfield®Recipe Essentials®Ground Pork** grow its business. The Collegiate Challenge will surface ideas and creative solutions that will directly impact the company.

CASE INFORMATION

Company Background

CLEMENS FOOD GROUP Based in Hatfield, PA, Clemens Food Group is a sixth-generation, family-owned company dedicated to providing service and brand solutions that help our customers grow their businesses. Clemens is a vertically coordinated company that includes hog farming, food production, and transportation. We are committed to building a foundation for future generations. It is what we call 'doing business the right way.' It is who we are.

Clemens Food Group is proud to offer a variety of strong, quality brands. Each brand is part of our pledge to bring a variety of fresh, innovative, quality products to market for foodservice and retail customers alike.



Brand Background



More than 100 years old, Hatfield® is our flagship brand, delivering a full portfolio of quality pork products, including ham, bacon, sausage, pork loins, roasts, ribs, and more.



Hatfield Brand Strategy

At Hatfield®, we're focused on a higher operating standard with a greater sense of purpose. We call this commitment Pork With A Pledge®, and it backs every one of our quality products. From favorites like fresh pork, ham, bacon and sausage, to our tenderloins and chops, we take care in raising our animals on family farms without the use of hormones, steroids or growth promotants, delivering consistently high-quality pork you can trust. That way, you can focus on tasting, creating and sharing our delicious pork. So, whether we're creating the trend or revisiting a classic, we have one goal in mind: to deliver wholesome, high-quality products.

Retail Net Impression

I trust Hatfield® because they are pork experts who consistently give me better-quality, better-tasting and better-raised products; simply better pork. Hatfield® products are powered by Pork with a Pledge™ and satisfy my needs for Simple / Flavor / Product / Service / Innovation / Fast Meal / Convenience /



The Hatfield® Brand and Hatfield® Recipe Essentials® Pork Sub brand

Product

The Hatfield® Brand Pork portfolio is organized and brought to market under a masterbrand/subbrand strategy. For the purpose of this case study you will be focused on the **Hatfield® Recipe Essentials® Ground Pork** sub brand and product line. There are 6 SKUs (stock keeping units) in this product line up.



Price

Hatfield® Brand Pork is a leader in the pork category that demands a premium price point. It is priced higher than commodity pork and private label pork items but below some national brands and players.

Positioning

Hatfield® Recipe Essentials® Ground Pork “Your Essential Ingredient”

Hatfield® Recipe Essentials® ground pork and sausage is an essential ingredient that will make preparation easy. From appetizers to flatbreads, soups to main dishes, consumers can use Recipe Essentials® in ways that other ground proteins like beef, turkey and chicken are typically used. This product is designed to take ordinary recipes up a notch and inspire new tasty creations.



Promotion

Some examples of marketing support that has been in market:

MEDITERRANEAN STUFFED ZUCCHINI

PREP TIME: 10 Minutes • COOK TIME: 25 Minutes
SERVING SIZE: 4

INGREDIENTS:
1 pack Hatfield® Recipe Essentials® Ground Italian Sausage
2 Tbsp olive oil
1 cup feta cheese
2 Tbsp pine nuts, toasted
chopped sun-dried tomatoes
asciugano, finely-chopped
2 medium zucchinis
Salt and pepper to taste

DIRECTIONS:
STEP 1: Preheat oven to 400°F. Heat 1 Tbsp oil in a sauté pan, over medium-high heat. Add sausage and cook, stirring and breaking up with a spoon. Cook until sausage is fully browned, about 10 minutes.
STEP 2: In a medium bowl, combine sausage, feta, pine nuts, sun-dried tomatoes, and asciugano. Season with salt and pepper.
STEP 3: Halve the zucchinis lengthwise, then hollow them out with a teaspoon.
STEP 4: Fill zucchinis with sausage mixture and place on a rimmed baking sheet. Drizzle with remaining olive oil and bake until tender, about 15-20 minutes.

—(RE)DISCOVER— HOLIDAY JOY

STUFFING MUFFINS

PREP TIME: 10 Minutes • COOK TIME: 25 Minutes • SERVING SIZE: 10

INGREDIENTS:
1 lb Hatfield® Recipe Essentials® Ground Italian Sausage
1 cup vegetable or chicken broth
1 Tbsp olive oil
1 Tbsp butter
1 small onion
8 oz baby portabella mushrooms, chopped
1 cup whitebread or panko, chopped
1/2 cup garlic powder
1/2 cup salt
1/2 cup black pepper
1/2 cup parmesan cheese
1/2 cup egg whites
1 cup parmesan, chopped
2 eggs

DIRECTIONS:
Heat oil in a large sauté pan over medium heat. Add sausage and cook for 7-10 minutes, or until cooked through and broken into larger pieces. Remove sausage from pan. Drain sausage in a colander and pat dry with a paper towel. Remove from pan. Heat oil in a large sauté pan over medium heat. Add onion, mushrooms, and butter. Cook until onion is tender, about 5 minutes. Add sausage and parmesan to sausage-onion mixture.
Mixture should be a thick meat. If it's too dry, add more broth. If it's too wet, add more stuffing. Stir in 1/2 cup mixture in a large bowl. Add salt, pepper, and eggs. Mix well. Add cheese, eggs and parmesan. Bake in a 350°F oven for 20-25 minutes, or until top of stuffing muffins are golden brown.

For more recipes and inspiration, visit SimplyHatfield.com

SIMPLE. TASTY. UNFORGETTABLE.

SIMPLYHatfield.COM

—(RE)DISCOVER— HOLIDAY JOY

APPS • DIPS • STUFFING • SIDES

Get this recipe at SimplyHatfield.com

MANUFACTURER'S COUPON EXPIRES 12/31/19

\$1.00 OFF
any One (1) Hatfield®
Recipe Essentials® OR One (1)
Hatfield® Marinated Product

0070919-050087

CONSUMER: DO NOT DOUBLE. LIMIT ONE COUPON PER ITEM PURCHASED. RETAILER: We will reimburse you the face value of this coupon plus 5¢ handling provided it is redeemed by a consumer at the time of purchase on the brand specified. Coupons not properly redeemed will be void and held. Reproduction of this coupon is expressly prohibited. (Any other use constitutes fraud.) Mail to: Clemens Food Group, P.O. Box 99001, St. Paul, MN 55109-0001. Cash value .001¢. Void where taxed or restricted. LIMIT ONE COUPON PER ITEM PURCHASED. ©2019 Hatfield Quality Meats, Inc. DO NOT DOUBLE. LIMIT ONE COUPON PER ITEM PURCHASED

Mini Pork Meatloaf Muffins

Prep time: 25 minutes Cook time: 20 minutes 10 Servings

[hatfieldmeats](http://hatfieldmeats.com)

Pinned 2 weeks + 5 days ago



Place

Hatfield® Brand Pork is a regional brand growing into a super-regional with distribution from Maine to Florida and emerging in new markets from Pittsburgh to St. Louis, MO.

Packaging

This product is packaged in a “brick” and competes with items and products packaged in a foam tray with overwrap (usually a retailer brand or non-branded item). This packaging allows the product to stay fresher longer and easier for consumers to store in their refrigerator or freezer.



VS.



People

- Hatfield® Brand Pork Shopper – See data insights information in appendix
- Hatfield® Brand Pork is activating against the following segmentation:



Helpful Link: <https://www.pork.org/blog/dinner-home-america/>



- Hatfield® Recipe Essentials® Ground Pork Target Audience
 - Gen Z and Millennial – ages 19-35
 - Shopper Segments:
 - #1 – Feed a family in a hurry
 - #2 – Quick, Healthy Adult Meal
 - #6 – Single Craving after work
 - Region Focus: Northeast and Southeast regions (Balt/ Wash) in suburban and urban areas
 - Key Retailers with current distribution
 - Balt/Wash Area: Giant Foods (Landover), Food Lion
 - Northeast: Giant Martins (Giant Carlisle), Shop Rite, Peapod
 - Expansion: Consider any and all retailers you think would be viable for this product and brand.

Case Focus and Opportunity

This case focuses on the growth of **Hatfield®Recipe Essentials® Ground Pork** among the next generation consumer Gen Z and Millennial – ages 19-35.

Overall want to reach a younger audience and consumer target:

- Generation Z
- Millennials (Born 1981-1996)
 - Millennials-Younger (Born 1990-1996)
 - Millennials-Older (Born 1981-1989)
- Generation X (Born 1965-1980)

In the last decade there has been a dramatic shift in consumer shopping and cooking habits and this product has been developed based on those shifts. Your focus will be on connecting the brand and product with generations and cohort groups that may or may not be familiar with the brand or product offering.

The purpose of this project is to analyze the current market, marketing and advertising to identify the most effective way to help **Hatfield®Recipe Essentials® Ground Pork** successfully connect with those younger consumers, outperform competitive or substitutable products, outperform competitors' brands, ultimately resulting in increased sales and distribution. Key brand goals are to increase awareness, penetration, buy rates, consumption around the product.

Develop a marketing plan that includes a POV (point of view) on targets, positioning, messaging, distribution, creative and tactics. **In short, where and what would you recommend**



for this brand and product line to successfully reach and promote it to Gen Z and Millennial consumers. Questions to address and answer as part of your recommendation for your plan:

- What are the biggest consumer advantages to this product?
- How would you envision the consumer target really engaging with this product?
- What would the consumer target say about this product and value most?
- How would you encourage the consumer target to buy this product the first time?
- How would you get the consumer target to repurchase and use this product as part of their routine?
- Where and how should this product be sold to reach this consumer target?

Assignment / Project Parameters

Approach this as if your team is a part of a consulting company.

Develop recommendations to further grow the **Hatfield®Recipe Essentials® Ground Pork** business among the consumer target. Ideas can include any and all aspects of marketing, product innovation, promotions and in store merchandising and support. Teams will be responsible for researching the budget needed for their plan. Each team will then pitch their plan to the committee, detailing their recommendations, implementation, timeline for roll out and financial costs to the company. The team should provide rationale for recommendations.

The overall budget is \$500,000 (maximum) and teams should provide justification for proposed expenditures based on the objectives/recommendations developed by the team. Ideas presented should be actionable. This means that the brand team can implement the idea in a short period of time and that the idea deserves time, money and energy to expand the idea.

Useful Information and Additional Data Files

- **Data Files** – These are files supplied by the sponsor to help teams with sales data and target market analysis. The files also contain approved graphics that may be used in the paper. **These files contain proprietary information and should only be used for a class, team and other educational aspects related to the case competition.** To obtain the data files contact Elaine Thode (ezt158@psu.edu)
- How to Write a Case Study: <https://www.thoughtco.com/how-to-write-a-case-study-analysis-466329>
- How to Write A Marketing Plan: <https://vuthedudotorg.files.wordpress.com/2015/04/sonic-marketing-plan.pdf>



General Rules and Procedures

Awards

Awards are determined by the combined score of the paper and presentation.

| Award | Description |
|-----------------------------|---|
| Grand Prize | The grand prize –The team will receive a ‘traveling’ trophy that will be housed at the winner’s school, award certificate, individual team medals, plus the following: \$1,000 total to be divided equally among team members (PSU students will have the award money deposited into their PSU account; all others will receive a check.) |
| 2nd Place | The team members will receive award certificate and \$400 total to be divided equally among team members (PSU students will have the award money deposited into their PSU account; all others will receive a check.) |
| Other awards | There may be other awards presented by the judges if outstanding performance is indicated. This will be up to the judges’ discretion. For example, awards MAY be given for “Best Presenter,” or for other achievements that exceed the minimum expectations. |

Competition

| | |
|--------------------------------------|--|
| Intent to Compete Form | Submit an intent to participate form found at the Council for Retail and Sales (http://crspsu.org/) site by Feb 21, 2020 . |
| Venue | The competition will be held April 7, 2020 at Penn State Lehigh Valley, 2809 Saucon Valley Rd., Center Valley, PA. More information on the venue will be sent to participating schools as we approach the deadlines. |
| Teams and Advisor Information | <ul style="list-style-type: none"> The challenge may be a class project, a club project or, if there is enough interest among students, a group of students may get together and compete. Each college or university invited to compete is allowed two (2) teams in the competition. If the institution has multiple campuses (i.e. Penn State), each campus will be counted as a separate college and can bring up to two teams. Each team must be comprised of at least 3 but no more than 4 students. If a team of 3, at least 2 team members must also present at the competition. If a team of 4, at least 3 of the 4 team members must also present at the competition. |



| | |
|---|---|
| | <ul style="list-style-type: none"> • There MUST be faculty member to serve as advisor to the team. One faculty advisor MUST accompany the team to the competition venue. • Students working on the project must be undergraduates from a 2-year or 4-year college/university, with a graduation date of 2020 or later. • Each team is responsible for their own expenses (i.e. travel, transportation, lodging, materials for the presentation). A light breakfast and lunch will be provided. |
| Contacting Sponsor | After submitting the intent to participate form, questions regarding the competition should be submitted once a week by the team advisor. The company representative will assemble the questions and provide general answers to the requesting advisor. |
| Visit a Grocery Store to See Product | As part of the competition, it is expected that at least one representative from each team will visit at least one grocery store, either formally or informally where Hatfield products are in distribution. <i>If travelling is an obstacle for the students, a Clemens Food Group (CFG) representative can provide in store details.</i> Contact CFG to request. |
| Rule Infractions | A minor rule infraction may result in points deducted. A major rule infraction may result in disqualification. The decision is up to the Clemens Food Group representatives. |

The Written Portion

| | |
|-----------------------------|--|
| Length | <p>This challenge requires the development of a 5 – 15 page paper. The paper may NOT exceed the page limit. All pages, except the cover page, should be numbered. All pages, including the cover page count in the page limit.</p> <p>All pages must be 8½ by 11 inches. Fold-out, half-sheets or any other odd size pages are NOT allowed. Any copying method may be used for the paper.</p> |
| Front Page and Logos | <p>The name of the competing college or university, the team's name, the students' names, and the name and contact information for the faculty advisor should appear on the cover page along with the Hatfield logo, which must conform to Hatfield Communication Standards. Approved logos are found in the supplemental data files which can be obtained by contacting Elaine Thode (ezt158@psu.edu). Other information, graphics, etc. are acceptable.</p> |
| Document Sources | <p>Each team should generate secondary data to substantiate all material found within their paper. APA (American Psychological Association) style should be used for referencing purposes within the paper. Primary research is accepted and encouraged.</p> |



| | |
|---|---|
| Clemens Right to Use Ideas | When entering the challenge all students and faculty advisors agree that all of the ideas from the competition become the property of Clemens Food Group. They further agree that all of the ideas for the paper, and the representative information provided within the paper are the work of the students and reserve the right to use in marketing efforts and programming. Clemens Food Group may also ask students to be identified as part of the in-market activation programs and plans. All competitors agree that they will receive no compensation for their work, aside from prize money for the winning teams |
| Due Date for Written Project | <p>The finished written project must be received by Friday, March 20, 2020 by 5:00 p.m. No Plans received AFTER 5:00 p.m. that day will be allowed. Early submission is encouraged to allow for problems with delivery. Projects should be sent via email to:</p> <p style="text-align: center;"> Michele Williams Senior Marketing Manager Hatfield®Retail Brand miwilliams@clemensfoodgroup.com </p> <p style="text-align: center;"> Clemens Food Group Office: 215-368-2500 </p> <p style="text-align: center;">And Copy</p> <p style="text-align: center;"> Elaine Thode, Council for Retail & Sales ezt158@psu.edu </p> |
| Suggested Paper Contents | <p style="text-align: center;">Suggested Paper Contents</p> <p>Team members may decide on the contents. Shown below are <i>suggested</i> areas to include.</p> <p>Introduction</p> <p>Situation Analysis and SWOT</p> <ol style="list-style-type: none"> 1. Current situation (research that describes current situation with regards to case) 2. SWOT analysis of the current situation <p>Marketing Strategy – Includes objectives, target market, positioning, marketing communication. Make sure objectives are SMART (Specific, measurable, actionable, realistic, time-bound).</p> |



| | |
|--|--|
| | <p>Recommendations – Provide recommendations and how to implement</p> <p>Evaluation– Provides ideas on how the recommendations will be evaluated</p> <p>Conclusion</p> <p>Works Cited – Include the research used in development of the paper in APA (American Psychological Association) style.</p> |
|--|--|

The Presentation

| | |
|--|--|
| Teams | <ul style="list-style-type: none"> Each team must be comprised of at least 3 but no more than 4 students. If a team of 3, at least 2 team members must also present at the competition. If a team of 4, at least 3 of the 4 team members must also present at the competition. Any work must be done by the students on the team. |
| Presentation and Judging Session Timing | <ul style="list-style-type: none"> Timing: Each team will be required to make a 15-minute (limit) presentation to the judges. The 15-minute limit is hard, meaning that, at the end of the 15 minutes, the person timing with say, “stop” and the presenting team must stop their presentation. A two-minute warning will be provided. Anyone may be present during presentations. No one may enter the presentation rooms after the start of the presentations. Latecomers will be turned away. Following the presentation there will be a 10-minute (limit) question and answer (Q&A) session with the judges in a separate room. The person timing will stop the judges Q&A sessions at the 10-minute mark, no matter where the teams or judges are in asking, answering the questions. The faculty advisor may attend the Q&A session but may not participate. |
| Presentation Format | The presentations may be made utilizing any method desired. Graphs, layouts, charts, etc. may be used and displayed. Computer-generated presentations are allowed. Students may show and/or hand the judges items (such as examples of creative ideas); however, students may not GIVE them any items (such as food, gifts etc.). Corrections to errors made in the paper may not be made and given to the judges during the presentation. |
| Equipment Provided | The team members MUST operate any and all electronic presentation devices. No one who is not a member of the team (including the team’s advisor) may help during the presentation. Teams are responsible for all of their own equipment. The facility will have a computer with PowerPoint and Internet capabilities, a presentation remote control, and a screen to project the presentation. |



Scoring

| | |
|----------------|--|
| Judges | There will be three to five judges. The judges for the challenge will be individuals who are experts in their particular areas. There will be judges from the sponsoring company (Clemens Food Group / Hatfield Brand) and if needed, faculty and/or practitioners. Judges' decisions are final. |
| Scoring | Scoring sheets for both the paper and presentation will be used to choose winners. These score sheets should help the teams develop their paper content. |

Tentative Score Sheets

CRS Collegiate Challenge - Paper

| | Must Improve | Should Improve | Satisfactory | Very Good | Excellent | Score |
|---------------------------|--------------|----------------|--------------|-----------|-----------|-------|
| Situation/Strategy | | | | | | |
| Current Situation/SWOT | 0-8 | 9-10 | 11 | 12-13 | 14-15 | |
| Marketing Strategy | 0-13 | 14-16 | 17-19 | 20-22 | 23-25 | |
| Ideas | | | | | | |
| Recommendations | 0-17 | 18-20 | 21-23 | 24-26 | 27-30 | |
| Evaluation and Control | 0-1 | 2 | 3 | 4 | 5 | |
| Other | | | | | | |
| Introduction | 0-1 | 2 | 3 | 4 | 5 | |
| Conclusion | 0-1 | 2 | 3 | 4 | 5 | |
| Research to support ideas | 0-3 | 4-5 | 6-7 | 8-9 | 10 | |
| Documentation of sources | 0-1 | 2 | 3 | 4 | 5 | |
| | TOTAL | | | | | |



CRS Collegiate Challenge – Presentation

| | Must Improve | Should Improve | Satisfactory | Very Good | Excellent | SCORE |
|--|--------------|----------------|--------------|-----------|-----------|-------|
| Opening – Attention getting, led into topic | 0-1 | 2 | 3 | 4 | 5 | |
| Current Situation/SWOT/Marketing Strategy | 0-17 | 18-20 | 21-23 | 24-26 | 27-30 | |
| Recommendations | 0-17 | 18-20 | 21-23 | 24-26 | 27-30 | |
| Conclusion – Effective | 0-1 | 2 | 3 | 4 | 5 | |
| Overall Delivery, gestures, energy level, voice | 0-3 | 4-5 | 6-7 | 8-9 | 10 | |
| Visual Aids | 0-3 | 4-5 | 6-7 | 8-9 | 10 | |
| Appearance – dressed for a professional presentation | 0-3 | 4-5 | 6-7 | 8-9 | 10 | |



The CRS 2020 Collegiate Challenge Intent to Participate

COMMITMENT TO PARTICIPATE IN THE 2020 CRS COLLEGIATE CHALLENGE.

Intent to participate due by Feb 21, 2020

Form also available at <https://crpsu.org>



Faculty Advisor's Name (Please Print), Title Phone Number Email

Faculty Co-Advisor's Name (if applicable), Title Phone Number Email

College or University: _____

Faculty Advisor's Address

Names of Students - Max of 2 teams per school...please coordinate with other faculty at your school. Team size 3 to 4 people

| Member Name | Major | Email |
|-----------------|-------|-------|
| 1 Team Captain: | | |
| 2 | | |
| 3 | | |
| 4 | | |

| Member Name | Major | Email |
|-----------------|-------|-------|
| 1 Team Captain: | | |
| 2 | | |
| 3 | | |
| 4 | | |

Send To Michele Williams Senior Marketing Manager, Hatfield®Retail Brand
miwilliams@clemensfoodgroup.com and Elaine Thode, Council for Retail & Sales at PSU-LV
ezt158@psu.edu

