



Media Alert

For immediate release

Two IRI Thought Leaders to Share Insights at Upcoming Chicken Marketing Summit

CHICAGO — July 21, 2022 — IRI®, a global leader in innovative solutions and services for consumer, CPG, retail and media companies, announces new thought leadership for the upcoming weeks in its latest version of Next Week Now, a compilation of insights-rich activities, announcements and events.

Upcoming IRI thought leadership activity includes:

- Wednesday, July 27 – **WATT Global Media Chicken Marketing Summit** – How U.S. consumers buy, prepare and consume food has changed rapidly over the last few years. What forces will drive change for the rest of the decade and what will consumers look for in 2030? In this panel discussion, **Chicken 2030: Preparing Your Company for Tomorrow's Consumer**, IRI's Chris DuBois will share insights into the impact of Gen Z becoming primary shoppers for families and Baby Boomers decreasing in number, and how this will impact demand for chicken. Other participants on the panel, which kicks off at 8:30 a.m. EDT, include Mark Jordan, Leap Market Analytics; Jessica Langley, JBS USA and Pilgrim's US; and Jon Hixson, Yum! Brands. Register [here](#).
- Wednesday, July 27 – **WATT Global Media Chicken Marketing Summit** – From curbside pickup to delivery, today's chicken consumer expects a seamless shopping experience offline and online. Brands need to rethink their strategy to drive engagement beyond just in-store. IRI's Joe Conte will explore what makes the digital consumer unique and highlight the latest trends in digital marketing and e-commerce that will help chicken brands connect with these consumers and drive sales at 11 a.m. EDT. Register [here](#).

ABOUT IRI

IRI unifies technology, analytics and data to reinvent how people and companies make decisions, take action and optimize performance. With the largest repository of purchase, media, social, causal and loyalty data, all integrated into an on-demand, cloud-based technology platform, IRI helps to guide its more than 5,000 clients around the world in their quests to capture market share, connect with consumers, collaborate with key constituents and deliver market-leading growth. For more information, visit www.iriworldwide.com.

###

IRI CONTACT

Shelley Hughes

Email: Shelley.Hughes@IRIworldwide.com

Phone: (312) 731-1782