

Who are we?

The IGA Coca-Cola Institute is a dynamic center of learning and research dedicated to the worldwide development of people in the food industry.

What is our mission?

Our mission is to **accelerate learning** by providing practical training and management tools for the food industry.

The Institute improves students' knowledge, skills and performance while promoting a learning culture in their organizations.

Why use our online training?

The Institute offers the most complete program in the market at the **best price**. It is **easy** to implement and to use, **adapts** to your organization's training needs and **measures** the results of your online program.



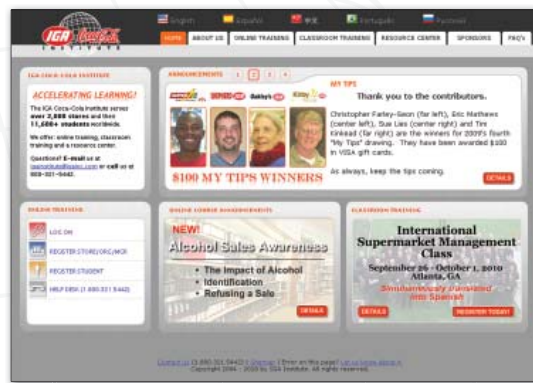
What are users saying?

- 90% have more self-confidence when performing their jobs.
- 78% reduced the number of errors on the job.
- 89% applied their new knowledge at their job.
- 94% think the training is easy to use.

Source: 2009 Institute's Online Training Research

To learn more about the IGA Coca-Cola Institute, visit our Web site:

www.igainstitute.com



“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn.”

Alvin Toffler, futurist

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Food Industry Training



ACCELERATING LEARNING!

Meeting the learning needs of:
Supermarkets
Convenience Stores
Supercenters
Wholesalers

Contact us for a FREE
orientation and demo.
P: 1.800.321.5442 | 773.695.2611
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CLASSROOM TRAINING

This five-day class is a hands-on immersion program focused on the food retailing business. Students from around the world come together to learn best practices in management, operations, leadership and people development from industry experts, authors and professors. Through interactive sessions, group discussions and activities, the students share the successes, problems and trends affecting their businesses and work together to find practical applications.

Topics:

- Leadership
- Developing a high performance culture
- Generational differences
- Positioning for success
- Effective events and advertising
- Merchandising
- New products and trends
- Finance
- Shrink management
- Category management
- Pet care category
- Bakery Department
- Deli Department
- Meat Department
- Produce Department



Activities

- Welcome reception
- Self-assessment
- Store tour
- Tastings
- Networking dinner
- Class review
- Online courses

For details, see the FAQs insert, visit www.igainstitute.com or contact us at 773.695.2611 1.800.321.5442 igainstitute@igainc.com



International Supermarket Management Class
October 2009 - Chicago, IL



“I think anyone who is involved in retail needs to take this class.”

Chad Bratcher, Store Manager
Houchens #10, Morgantown, KY

ONLINE TRAINING

See the Course Catalog insert for a complete course list

The Institute offers a continually expanding selection of online certification courses developed to meet the needs of food retailers.

Students can train **anytime/anywhere** and work at their own pace. The system tracks **tests and scores** automatically and maintains a gradebook with the students' training records.

Managers can register students and generate detailed **reports** on the training activity of their stores, including registrations, enrollments and completions.



The most complete course catalog specialized in the food retailing industry.

Blended Approach

This program supports a blended approach that allows you to combine your store's existing training with the online courses.



“The Institute's online training program has enabled us to give our employees the technical knowledge that makes them stand out in the minds of our customers.”

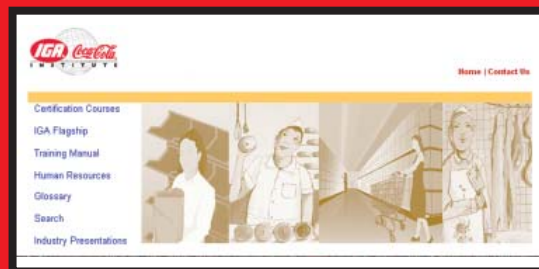
Bob Buonomano, Owner
Bob's Windham IGA, Willimantic, CT

Institute Resource Center

(Managers only)

The Resource Center is an online collection of 3,000+ pages of training materials, reference documents and assessment tools to help you develop your store's training program.

(See the back for content details)



Available in multiple languages.

NEW in 2010

- **Social Network**

Join fellow retailers in an online community to share knowledge, experience and learn from each other.

- **Content Management**

Tap into a wealth of knowledge available through the Institute, IGA and other industry resources.

Institute Resource Center Content

Training Manual

The Training Manual provides best operation practices for every supermarket department, such as Produce, Meat, Grocery and Frozen Foods. It also covers Financial Management and Industry Facts and Figures.

Human Resources

The Human Resource section offers materials on best hiring practices—including job descriptions—and the skills and attitudes to look for when recruiting and training.

Presentations

Learn about a diverse range of industry topics, such as how to stand out among competitors, industry innovations, consumer research and branding.



Online Training Program Pricing

The Institute offers online training to stores and chains. Each store pays a one-time sign up fee and a monthly fee.

Sign up Fee

- Setup
- Training of the store's management team

Monthly Fee

- Unlimited students
- Unlimited enrollments and certifications
- Unlimited access to all courses, including new releases, and updates
- Support and training
- Training management tools

Pricing

STORE SIZE	SIGN UP FEE	MONTHLY FEE
Up to 7,000 ft ² (up to 2,135 m ²)	\$500	\$75
7,000 - 25,000 ft ² (2,135 - 7,620 m ²)	\$750	\$100
More than 25,000 ft ² (more than 7,620 m ²)	\$1,250	\$150

Discounts

The discounts apply to both the sign up fee and the monthly fee.

No. OF STORES	DISCOUNT
2 - 5	5%
6 - 10	10%
11 - 20	15%
20 or more	Negotiable

You can have your store setup
and ready for training in
24 hours!

Online Training Program Facts

About the Institute...

- The first online training materials were published in 1998.
- The first online courses were published on 2002.

As of January 2010, the Institute's online courses are used...

- in 31 countries
- in 2,100+ stores
- by 15,000+ students

Fast and easy...

- Managers register students in two minutes.
- No waiting period. Students can start training immediately.
- Blends into your operation with no special training required.

Constantly improving...

- Content updates are made every day.
- At least one new course is published every month.
- At least four new course translations are published every month.



**Development
for the
new generation
of food retailers**

Online Training Program Course Catalog

*Some courses are available in Spanish, Chinese,
Russian, Portuguese, Japanese and Polish.*

Introductory	50+ hrs.
- Welcome to Online Training	0.25 hrs.
- Alcohol Sales Awareness	1.25 hrs.
- Bakery Clerk	5 hrs.
- Cashier	4 hrs.
- Convenience Store Cashier	1 hr.
- Convenience Store Customer Service	1.5 hrs.
- Convenience Store Operations	1 hr.
- Courtesy Clerk	2 hrs.
- Customer Service and Professionalism (2)	3.75 hrs.
- Deli Clerk	4.5 hrs.
- Floral Clerk	2 hrs.
- Frozen Foods and Dairy Clerk	3 hrs.
- Food Safety and Sanitation Basics	0.8 hrs.
- Grocery Stocker	3 hrs.
- Introduction to Food and Health	2.25 hrs.
- Meat Wrapper	4 hrs.
- New York Tobacco Compliance	2.75 hrs.
- Produce Clerk	5 hrs.
- Store Safety I	2 hrs.
- WIC Cashier Basics	1 hr.
Supervisory	45 hrs.
- Assistant Bakery Manager	2.5 hrs.
- Assistant Deli Manager	3.5 hrs.
- Beer Connoisseur (15)	2.5 hrs.
- Cheese Specialist	3.5 hrs.
- Food Safety and Sanitation Curriculum (4)	8 hrs.
- The Look of Success Initiative Program (4)	0.5 hrs.
- Loss Prevention	4 hrs.
- Meat Apprentice - An Introduction	5 hrs.
- Non-Alcoholic Beverages Department (2)	2.5 hrs.
- New York Food Safety and Sanitation	8 hrs.
- Promotions and Merchandising	6 hrs.
Department Management	12+ hrs.
- Welcome to Training for Managers	0.6 hrs.
- Category Management	4.25 hrs.
- Food Retailing Today	2.5 hrs.
- Sexual Harassment	2.75 hrs.
- Store Safety II	1.5 hrs.
- WIC Administrative Procedures	1 hr.
Store Management	11+ hrs.
- The Fresh Imperative – Asia	2 hrs.
- The Future of Food and Health	2.25 hrs.
- Management Best Practices	1.5 hrs.
- Managing People	2.5 hrs.
- Retention and Turnover	1.25 hrs.
- Shopping Occasions	2.25 hrs.

**A total of 125 hours of training are
available to your students.**

New courses are published every month.

FAQs

When is the next International Supermarket Management Class?

The next ISMC will take place from September 26th to October 1st in Atlanta, Ga.

Early Registration (before September 10 th)	Regular Registration (after September 10 th)
IGA Members \$1,900	IGA Members \$2,200
Non IGA Members \$2,300	Non IGA Members \$2,700



Receive a "netbook" computer for every two students you register.

FREE!

The ISMC now offers simultaneous translation in Spanish and Portuguese.

What are the benefits of an online training program?

Students and companies benefit from this method of training.

Learners

- Efficient learning
- Flexibility (time and place)
- Accessibility
- Self-paced
- Timely updates
- Progress tracking tools

Companies

- Less time away from the job
- Reduced cost
- Consistent and accurate
- Reduced training time
- Measurable results (testing)
- Reporting tools

Who uses the Institute's training?

The Institute serves a variety of food retailers, including supermarkets, supercenters and convenience stores. Wholesalers and cash & carry operations are also using the Institute's training.