

Culture Advisory Group Announces LunchPad LIVE Webinar Featuring the Canadian Launch of Product Guru

Free virtual event on May 20 will introduce food and beverage brands to a new retail discovery model bridging Canada and European markets

OAKVILLE, ONTARIO, CANADA, May 14, 2026 /EINPresswire.com/ -- Culture Advisory Group today announced its

upcoming LunchPad LIVE session, taking place on May 20, 2026 at 1:00 PM EST, featuring the introduction of [Product Guru](#) to the Canadian market. The free webinar will explore how emerging food and beverage brands can accelerate retail listings and expand internationally through a platform that blends digital buyer matchmaking with curated, category-specific in-store product discovery events at key retail locations across Canada and Europe.



Product Guru is changing how products get discovered and listed at retail — and bringing this model to Canada opens real doors for our food and beverage community, both domestically and abroad.”

Paul Valder, President and Founder



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Culture Advisory Group

Product Guru is an award-winning UK-based platform that has driven meaningful success connecting brands with retail buyers across the UK and European markets. Now expanding into Canada, Product Guru combines a digital discovery ecosystem with physical retail activation events — making it easier than ever for emerging brands to get new products on shelves at major retail partners in both markets.

At the LunchPad LIVE session, Culture Advisory Group VP Marketing, Tricia Ryan will be joined by Libe Nunez of Product Guru for a practical, insight-driven conversation covering:

- How emerging brands can strengthen their retail readiness and improve their chances of securing listings
- How Canadian food and beverage companies can leverage Product Guru's hybrid platform to support export growth into European markets
- How programs like [CanExport](#) may provide funding support for brands pursuing international expansion — and how Culture Advisory Group can guide applicants through that process.

"This is one of the most exciting LunchPad LIVE conversations we've hosted," said Paul Valder, President and Founder of the Culture Advisory Group. "Product Guru is changing how products get discovered and listed at retail — and bringing this model to Canada opens real doors for our food and beverage community, both domestically and abroad."

Event Details: Date: May 20, 2026

Time: 1:00 PM EST

Cost: Free

Registration:

<https://tinyurl.com/yn7t8ypy>

Space is limited. Brands navigating buyer outreach, retail readiness, or international expansion are encouraged to register now.

About Culture Advisory Group: Culture Advisory Group is a Canadian advisory firm supporting food, beverage, and consumer brands with go-to-market strategy, retail readiness, and export development. Through its LunchPad LIVE series and partnerships with platforms like Product Guru, Culture Advisory Group connects emerging brands with the tools, networks, and funding support needed to grow.

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The flyer features a green and white color scheme. At the top left, a green triangle contains the 'Product Guru' logo. The main title 'LaunchPad LIVE' is in large, bold, black and green font. A circular portrait of Libe Nunez is on the left, with her name and title below it. To the right, the text 'Insights for Food & Beverage Founders' is followed by a registration call to action. Below this, a green rounded rectangle lists the event date, time, and registration status. At the bottom, logos for 'CULTURE ADVISORY GROUP', 'www.cultureadvisorygroup.com', and 'FOOD PROCESSING SKILLS CANADA' are displayed, along with a small rocket icon.

Product Guru

LaunchPad LIVE

Insights for Food & Beverage Founders

Register to secure your spot! Product Guru is coming to Canada. This award-winning UK-based platform connects brands directly with retail buyers. Libe Nunez of Product Guru will be sharing the exciting details of their launch.

Tricia Ryan hosts our online biweekly video interview series featuring founders across North America navigating the challenges and triumphs of launching and scaling food and beverage businesses.

- Wednesday, May 20th, 2026
- 1:00 PM - 1:30 PM EST.
- Register today!

Libe Nunez
DIGITAL MARKETING CONSULTANT,
PRODUCT GURU

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