



# Non-Alcoholic Beverage Strategy Congress

14-15 FEBRUARY 2018

Barcelona, Spain

Returning for its 6<sup>th</sup> year, the Non-Alcoholic Beverage Strategies Congress is taking place on the 14-15th February in Barcelona.

The event offers the beverage industry the best opportunity to network and speak alongside colleagues and solution providers, dealing with the most pressing challenges the industry is currently facing. Topics that you will hear about over the two days include sugar reduction, beverage trends, portfolio diversification and many more topics core to company growth and profitability.

*Speakers Include:*

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**Francois-Xavier Lacroix:** General Manager, **Danone Waters Spain**

**Neil Macfarlane:** European Head of Insights, **Pepsi Lipton**

**Dr Zafer Gezgin:** Principal Scientist, **Lucozade Ribena Suntory**

**Ben Branson:** CEO, **Seedlip**

**Rodrigo Costa:** Marketing & Trade Marketing Director, **Sumol+Compal**

**Jaap Matthijsen:** International Development Director, **AG Barr**

**Jesus Nunez Sanchez:** Managing Director, **Aguas de Solan de Cabras (Mahou-san Miguel Group)**

**Francis Taloen:** Client Director, Beverage Practice, **GlobalData**

**Guillaume Millet:** Marketing Director, **Danone Waters Spain**

**Will Stern,** Commercial Director, **Peter Spanton Drinks**

**Joyce De Haas,** Co-Founder, **Double Dutch Drinks**

**Raissa De Haas,** Co-Founder, **Double Dutch Drinks**

**Michael Sanders:** VP North and Central Europe, **Tranquini**

**Iñigo Madariaga:** President, **Green Cola Iberica**

**Thomas Adner:** Founder and Managing Director, **Caliente Beverages**

**Marilyn Bromberg:** Senior Lecturer, **University of Western Australia**

**Laura Willoughby MBE:** Co-Founder, **Club Soda**

**Frank Sanders:** CEO, **Infra Foodbrands**

**Jean Jacques Fredj:** Founder & CEO, **UMAI DRINKS**

**Darryl Burton:** Managing Director, **Peter Spanton**

**Pedro Ibanez:** Latin America Commercial Director, **GlobalData**

	<p><b>Conference Name: Non-Alcoholic Beverage Strategy Congress</b>  <b>Strapline: Challenging the beverage industry to adapt to consumer trends driving new business</b>  <b>Programme Day One</b></p>
08:15	Registration and refreshments
08:50	Chair's opening remarks
09:00	<p><b>Addressing the importance of sustainability in the Non-Alcoholic Beverage Industry: A Danone Perspective</b></p> <ul style="list-style-type: none"> <li>• Why it is impossible to contribute to the health and wellbeing of people without also improving the health of the planet – the meaning behind Danone's "one planet one health" motto</li> <li>• Understanding the role and significance that the beverage industry can play in both</li> <li>• How Danone are building a circular economy for their packaging challenges using sustainable materials from sustainable sources</li> <li>• Redefining how companies use waste to treat it as a new resource</li> <li>• Balancing the challenges of being highly sustainable in a big corporation environment</li> </ul> <p>Speaker: <b>Francois-Xavier Lacroix</b>: General Manager, <b>Danone Waters</b></p>
09:30	<p><b>Discovering the next big trends in the non-alcoholic sector now and in the future</b></p> <ul style="list-style-type: none"> <li>• Understanding the motivators for consumers that impact what we put out as producers</li> <li>• Where are the new categories that need to be explored for added revenue</li> <li>• Who are the disruptive and challenging companies taking on the big players in the industry</li> <li>• Are the trends in consumption European wide or locally focused based on countries and regions?</li> <li>• Will the rise of premiumisation continue or will there be push back from consumers on the price point?</li> </ul> <p><b>Reserved for Sponsor</b></p>
10:00	<p><b>Assessing whether the beverage industry is embracing the digital lifestyle choices of consumers or missing out on crucial insight</b></p> <ul style="list-style-type: none"> <li>• Engineering ways that the industry and businesses can form part of the consumer's day-to-day life</li> <li>• Beverage companies are integrating new digital avenues within their existing business model but is this sustainable and suitable for the industry?</li> <li>• Deciding whether the digital function should sit alongside existing channels like social media and marketing or have its own team</li> <li>• Effectively building agile planning for profitable growth</li> <li>• Utilising social media to track ROI on new product launches</li> <li>• Developing your mobile and e-commerce strategies to recognise habits and improve customer touchpoints</li> </ul> <p>Speaker: <b>Suzanna Clarke</b>: Head of Beverages, <b>GlobalData</b></p>
10:30	Morning refreshments and networking
11:00	<p><b>Considering the next big category in soft drink flavours and innovation</b></p> <ul style="list-style-type: none"> <li>• Recognising what the new flavour drivers are to create great products and drinks for consumers</li> <li>• Delivering a new type of drink to the consumer that is "better for you"</li> <li>• Understanding the adult soft drink market in order to identify market gaps and opportunities</li> <li>• Developing an understanding of what is desirable to consumers and how we can use this information during production creation</li> </ul> <p>Speakers: <b>Joyce De Haas</b>, Co-Founder, <b>Double Dutch Drinks</b>  <b>Raissa De Haas</b>, Co-Founder, <b>Double Dutch Drinks</b></p>

11:30	<p><b>How regulatory changes have impacted innovation at AG Barr – Case Study</b></p> <ul style="list-style-type: none"> <li>• Evaluating how the sugar tax levy has spurred the innovation strategy at AG Barr</li> <li>• Addressing opportunities that have arisen due to changing regulatory conditions around Europe</li> <li>• Identifying the implications of Brexit on AG Barr’s international business and what this means for management</li> </ul> <p>Speaker: <b>Jaap Matthijsen</b>: International Development Director, <b>AG Barr</b></p>
12:00	<b>Sponsor - Packaging</b>
12:30	Lunch and networking
13:30	<p><b>Driving portfolio diversification for global brands to maximise consumer exposure</b></p> <ul style="list-style-type: none"> <li>• Redeveloping current products to meet consumer expectations alongside new product launches</li> <li>• Developing new products to meet the untapped markets and demands of consumers</li> <li>• Buying and expanding business units to offer more choice and products to stay competitive whilst offsetting added costs in sugary drinks with other categories</li> <li>• Finding added value in global products where market share is already high</li> </ul> <p>Speaker: <b>Neil Macfarlane</b>, European Head of Insights, <b>Pepsi Lipton</b></p>
14:00	<p><b>Innovation Spotlight – Success stories and lessons learnt the hard way</b></p> <p>In this series of mini case studies, we examine 3 challenger brands that have founded a niche product to win shelf space before a group Q&amp;A</p> <p>14:00-14:20 Case Study 1 <b>Launching a new Cola in Iberica</b>. Speaker: <b>Iñigo Madariaga</b>, President, <b>Green Cola Iberica</b>  14:20-14:40 Case Study 2 <b>Driving marketing initiatives</b> Speaker: <b>Frank Sanders</b>, CEO, <b>Infra Foodbrands</b>  14:40-15:00 Case Study 3 Speaker: <b>Jean Jacques Fredj</b>: Founder &amp; CEO, <b>UMAI DRINKS</b>  15:00 Group Q&amp;A</p>
15:15	Afternoon refreshments and networking
15:45	<b>Reserved for sponsorship</b>
16:15	<p><b>Combining premiumisation with personalisation to give a better customer experience when drinking</b></p> <ul style="list-style-type: none"> <li>• Engaging with your customer base to understand their preferences such as low sugar and no artificial colours/flavours in order to tailor your drink to them</li> <li>• Having the right flavour profile with natural drinks to create a sustainable product</li> <li>• Working with desired restaurants and hotels to emphasise your premium product’s standing whilst ensuring a consistent price point to ensure the category is taken seriously</li> <li>• Working alongside alcohol brands to understand the impact they have on soft drinks</li> <li>• Testing alternative packaging products such as glassware to distinguish your premium beverage</li> </ul> <p>Speaker: <b>Will Stern</b>, Commercial Director, <b>Peter Spanton Drinks</b></p>
16:45	<p><b>Considering the relationship between energy drinks and the international law for a better understanding of the beverage market</b></p> <ul style="list-style-type: none"> <li>• Understanding the health impacts of ingesting energy drinks to evaluate their positioning in the beverage market</li> <li>• Evaluating laws regarding the labelling of energy drinks and how this is going to change in the future</li> <li>• Accessing the impact of laws regarding the selling of energy drinks to people under 18: Lithuania case study</li> <li>• Whether laws regarding energy drinks need to be changed</li> </ul>

	Speaker: <b>Marilyn Bromberg</b> : Senior Lecturer, <b>University of Western Australia</b>
17:15	<p><b>How can beverage companies make advantage on their labelling when using Colouring Foods</b></p> <ul style="list-style-type: none"> <li>• Importance of labelling for consumers</li> <li>• Trends are shaping packaging information to consumers</li> <li>• How to make a positive claim on your product</li> </ul> <p>Speaker: <b>Pilar Zorrilla</b>, Technical Sales Manager, <b>GNT</b></p>
17:30	Chair's summary and close of conference
17:40	Drinks Reception Sponsored by GNT

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	<b>Conference Name: Non-Alcoholic Beverage Strategy Congress</b> <b>Strapline: Challenging the beverage industry to adapt to consumer trends to drive new business</b> <b>Programme Day Two:</b>
08:15	Registration and refreshments
08:50	Chair's opening remarks
09:00	<b>Speaker Hosted Roundtables</b> Interactive roundtable sessions offer a unique opportunity to come together with your peers to share best practice and develop solutions to critical challenges facing the industry as a whole. Hosted by industry experts and each focused on a single issue, roundtables are an exciting, interactive way to build your personal network and learn from the experience and expertise of others.  Each roundtable session lasts for 45 minutes, and delegates may attend up to 2 roundtables
Roundtable 1	Improving production and innovation upscaling
Roundtable 2	Sourcing new partners/distributors in countries you have not worked in before  Speaker: <b>Michael Sanders</b> , VP North and Central Europe, <b>Tranquini</b>
Roundtable 3	What flavours are available to the market?
Roundtable 4	Accessing the different challenges when stocking in small retailers vs bigger chains  <b>Session reserved for Peter Spanton</b>
Roundtable 5	What to drink when you're not drinking alcohol?  Speaker: <b>Laura Willoughby</b> MBE: Co-Founder, <b>Club Soda</b>
10:30	Morning refreshments and networking
11:00	<b>Growing your Juice brand to new levels when you are already the undisputed leader within the country</b> <ul style="list-style-type: none"> <li>• Understanding how your product is perceived by the market in order to anticipate future challenges and strategic areas for growth</li> <li>• Creating a global philosophy and purpose for your brand</li> <li>• Improving your product to keep up with new trends, reducing sugar and artificial flavours to create healthier beverages</li> <li>• Adding new flavours to cater for your target audience and experimental markets</li> <li>• Introducing a distinct narrative to stand out from the competition</li> <li>• Developing new consumption occasions</li> <li>• Working on your pricing mix to create an attractive value proposition</li> </ul> Speaker: <b>Rodrigo Costa</b> , Marketing Director for Portugal & Spain, <b>Sumol+Compal</b>
11:30	<b>Sponsorship - Ingredients</b>
12:00	<b>Panel Discussion: Accessing the impact Brexit will have on the industry, both for UK and non-UK companies</b> <ul style="list-style-type: none"> <li>• Considering the added paperwork and bureaucracy that will be needed and ways to make this more efficient and less time consuming</li> <li>• Debating what a hard or soft Brexit means for the European beverage industry</li> <li>• Effects of GBP fluctuation and the relationship this has with buying decisions</li> </ul>

	<ul style="list-style-type: none"> <li>Understanding the regulatory landscape post Brexit to identify potential benefits and drawbacks</li> <li>Will there be added challenges for products going through customs?</li> </ul> <p><b>Session reserved for Danone</b></p>
12:30	Lunch and networking
13:30	<p><b>Understanding the science and future of beverage sweeteners without compromising on taste</b></p> <ul style="list-style-type: none"> <li>The attributes that need compensation when sugar is removed from a beverage</li> <li>The EU sugar reduction toolkit and limitations reducing the use of natural sweeteners</li> <li>Alternatives to sugar reduction with sweeteners</li> <li>What's on the horizon for sugar reduction with sweeteners of natural origin</li> </ul> <p>Speaker: <b>Dr Zafer Gezgin</b>: Principal Scientist, <b>Suntory Food and Beverage Europe</b></p>
14:00	<b>Sponsorship - Packaging</b>
14:30	<p><b>Focusing on the growth of adult soft drinks and where its potential lies</b></p> <ul style="list-style-type: none"> <li>Profiling the adult soft drink category and where it fits in, both for the alcoholic and non-alcoholic industry</li> <li>Assessing the rise of alcohol free cocktails as an alcohol alternative</li> <li>Exploring the collaborations with alcohol brands and how alcohol trends impact soft drinks</li> </ul> <p>Speaker: <b>Ben Branson</b>: CEO, <b>Seedlip</b></p>
15:00	Afternoon Refreshments and networking
15:30	<p><b>Considering the effects clean labels can have on consumers as a marketing ploy</b></p> <ul style="list-style-type: none"> <li>How greater access to information has made consumers more conscious and how this has created a new opportunity for beverage companies</li> <li>Displaying key nutritional information to customers in an easy to understand way to positively impact purchasing choices</li> <li>Addressing the various labelling standards in different regions to comply with regulation</li> <li>Creating innovative packaging solutions to entice consumers regarding the reduction of e numbers and artificial flavours and sweeteners</li> <li>Making a sustainable product whilst working alongside charitable organisations in order to build brand reputation and customer loyalty</li> <li>Taking these initiatives to sponsors and clients such as Real Madrid to increase visibility and a sense of pride amongst employees</li> </ul> <p><b>Jesus Nunez Sanchez</b>: Managing Director, <b>Aguas de Solan de Cabras (Mahou-san Miguel Group)</b></p>
16:00	<p><b>Creating a new concept of a non-alcoholic social drink instead of making a bad copy to avoid saturation</b></p> <ul style="list-style-type: none"> <li>Understanding the growing trend of customers reducing alcohol intake and embracing it as a growth strategy for untapped markets and categories</li> <li>Manufacturing a drink that can be sipped with a range of flavours to accommodate non-drinkers when they are out with people who drink alcohol</li> <li>Producing a unique, standalone flavour as opposed to trying to imitate the taste of alcohol to target non-drinkers</li> <li>Working with restaurants to encompass more non-alcoholic drinks in their offerings to create more variety and drive desire</li> </ul> <p>Speaker: <b>Thomas Adner</b>, Founder and Managing Director, <b>Caliente Beverages</b></p>
16:30	Chair's summary and close of conference

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