



Non-Alcoholic Beverage Strategy Congress

14-15 FEBRUARY 2018

Barcelona, Spain

Returning for its 6th 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:

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

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

Dr Zafer Gezgin: Principal Scientist, **Suntory Beverage and Food Europe**

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

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

Manuel Patiño: Brand Manager, **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: Interim VP North & 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**

Abigail Middleton, Regional Marketing Manager EMEA, **Pure Circle**

Pilar Zorrilla, Technical Sales Manager, **GNT Iberia S.L.**

Kay Schumacher, Team Manager Product Application and Development, **Bösch Boden Spies**

	<p>Conference Name: Non-Alcoholic Beverage Strategy Congress Strapline: Challenging the beverage industry to adapt to consumer trends driving new business Programme Day One</p>
08:15	Registration and refreshments
08:50	Chair's opening remarks
09:00	<p>Addressing the importance of sustainability in the Non-Alcoholic Beverage Industry: A Danone Perspective</p> <ul style="list-style-type: none"> • 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 • Understanding the role and significance that the beverage industry can play in both • How Danone are building a circular economy for their packaging challenges using sustainable materials from sustainable sources • Redefining how companies use waste to treat it as a new resource • Balancing the challenges of being highly sustainable in a big corporation environment <p>Speaker: Francois-Xavier Lacroix: General Manager, Danone Waters</p>
09:30	<p>Driving portfolio diversification for global brands to maximise consumer exposure</p> <ul style="list-style-type: none"> • Redeveloping current products to meet consumer expectations alongside new product launches • Developing new products to meet the untapped markets and demands of consumers • Buying and expanding business units to offer more choice and products to stay competitive whilst offsetting added costs in sugary drinks with other categories • Finding added value in global products where market share is already high <p>Speaker: Neil Macfarlane, European Head of Insights, Pepsi Lipton</p>
10:00	<p>Assessing whether the beverage industry is embracing the digital lifestyle choices of consumers or missing out on crucial insight</p> <ul style="list-style-type: none"> • Engineering ways that the industry and businesses can form part of the consumer's day-to-day life • Beverage companies are integrating new digital avenues within their existing business model but is this sustainable and suitable for the industry? • Deciding whether the digital function should sit alongside existing channels like social media and marketing or have its own team • Effectively building agile planning for profitable growth • Utilising social media to track ROI on new product launches • Developing your mobile and e-commerce strategies to recognise habits and improve customer touchpoints <p>Speaker: Pedro Ibanez, Latin America Commercial Director, GlobalData</p>
10:30	Morning refreshments and networking
11:00	<p>Considering the relationship between energy drinks and the international law for a better understanding of the beverage market</p> <ul style="list-style-type: none"> • Understanding the health impacts of ingesting energy drinks to evaluate their positioning in the beverage market • Evaluating laws regarding the labelling of energy drinks and how this is going to change in the future • Accessing the impact of laws regarding the selling of energy drinks to people under 18: Lithuania case study • Whether laws regarding energy drinks need to be changed <p>Speaker: Marilyn Bromberg: Senior Lecturer, University of Western Australia</p>

11:30	<p>How regulatory changes have impacted innovation at AG Barr – Case Study</p> <ul style="list-style-type: none"> • Evaluating how the sugar tax levy has spurred the innovation strategy at AG Barr • Addressing opportunities that have arisen due to changing regulatory conditions around Europe • Identifying the implications of Brexit on AG Barr’s international business and what this means for management <p>Speaker: Jaap Matthijsen: International Development Director, AG Barr</p>
12:00	<p>How can beverage companies take advantage on their labelling when using Colouring Foods</p> <ul style="list-style-type: none"> • Delivering relevant label information to consumers to inform them • Using trends in packaging to make a positive claim on your product • Making a positive claim on your product to increase sales <p>Speaker: Pilar Zorrilla, Technical Sales Manager, GNT Iberia S.L.</p>
12:15	Lunch and networking
13:15	<p>Innovation Spotlight – Success stories and lessons learnt the hard way</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&A</p> <p>13:15-13:35 Case Study 1 Launching a new Cola in Iberica. Speaker: Iñigo Madariaga, President, Green Cola Iberica</p>
13:35	<p>Innovation Spotlight – Success stories and lessons learnt the hard way</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&A</p> <p>13:35-13:55 Case Study 2 Driving marketing initiatives Speaker: Frank Sanders, CEO, Infra Foodbrands</p>
13:55	<p>Innovation Spotlight – Success stories and lessons learnt the hard way</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&A</p> <p>13:55-14:15 Case Study 3 Creating a new taste experience coming from Japan Speaker: Jean Jacques Fredj: Founder & CEO, UMAI DRINKS</p> <p>14:15 Group Q&A</p>
14:35	Afternoon refreshments and networking
15:05	<p>Beverages redefined: Solutions for individual, nutritional and premium drinks</p> <ul style="list-style-type: none"> • Creative ways to redefine the beverage industry • Responding to the current market trends and establishing new approaches for the drinks industry • Looking at new possibilities to naturally enhance color, flavor and texture <p>Speaker: Kay Schumacher, Team Manager Product Application and Development, Bösch Boden Spies</p>
15:15	<p>Combining premiumisation with personalisation to give a better customer experience when drinking</p> <ul style="list-style-type: none"> • The importance of customer service in preserving your brands premium positioning • Changes in the commercial landscape that present opportunities for growing a premium brand

	Speaker: Darryl Burton , Managing Director, Peter Spanton
15:45	<p>Considering the next big category in soft drink flavours and innovation</p> <ul style="list-style-type: none"> • Recognising what the new flavour drivers are to create great products and drinks for consumers • Delivering a new type of drink to the consumer that is “better for you” • Understanding the adult soft drink market in order to identify market gaps and opportunities • Developing an understanding of what is desirable to consumers and how we can use this information during production creation <p>Speakers: Joyce De Haas, Co-Founder, Double Dutch Drinks Raissa De Haas, Co-Founder, Double Dutch Drinks</p>
16:05	Chair’s summary and close of conference
16:15	Drinks Reception Sponsored by GNT

Arena International

	<p>Conference Name: Non-Alcoholic Beverage Strategy Congress Strapline: Challenging the beverage industry to adapt to consumer trends to drive new business Programme Day Two:</p>
08:15	Registration and refreshments
08:50	Chair's opening remarks
09:00	<p>Speaker Hosted Roundtables 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.</p> <p>Each roundtable session lasts for 45 minutes, and delegates may attend up to 2 roundtables</p>
Roundtable 1	<p>Sourcing new partners/distributors in countries you have not worked in before</p> <p>Speaker: Michael Sanders, Interim VP North & Central Europe, Tranquini</p>
Roundtable 2	<p>Sugar tax pitfalls – reformulation or range extension, artificial or natural?</p> <p>Speaker: Abigail Middleton, Regional Marketing Manager EMEA, Pure Circle</p>
Roundtable 3	<p>Accessing the different challenges when stocking in small retailers vs bigger chains</p> <p>Speaker: Darryl Burton, Managing Director, Peter Spanton</p>
Roundtable 4	<p>Perceptions of alcohol-free drinks to consumers and how we can disrupt the norms to sell more</p> <p>Speaker: Laura Willoughby MBE: Co-Founder, Club Soda</p>
10:30	Morning refreshments and networking
11:00	<p>Growing your Juice brand to new levels when you are already the undisputed leader within the country</p> <ul style="list-style-type: none"> • Understanding how your product is perceived by the market in order to anticipate future challenges and strategic areas for growth • Creating a global philosophy and purpose for your brand • Improving your product to keep up with new trends, reducing sugar and artificial flavours to create healthier beverages • Adding new flavours to cater for your target audience and experimental markets • Introducing a distinct narrative to stand out from the competition • Developing new consumption occasions • Working on your pricing mix to create an attractive value proposition <p>Speaker: Rodrigo Costa, Marketing Director for Portugal & Spain, Sumol+Compal</p>
11:30	<p>The regulatory landscape is closing in on sugar</p> <ul style="list-style-type: none"> • What are consumers telling us – sharing exclusive Q4' 2017 European Insights. • How are Brands reacting, what Innovation trends and what categories are driving change • Naturality in context, what are the key limitations to date, and what does the future look like <p>Speaker: Abigail Middleton, Regional Marketing Manager EMEA, Pure Circle</p>

12:00	<p>Creating a new concept of a non-alcoholic social drink instead of making a bad copy to avoid saturation</p> <ul style="list-style-type: none"> • Understanding the growing trend of customers reducing alcohol intake and embracing it as a growth strategy for untapped markets and categories • 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 • Producing a unique, standalone flavour as opposed to trying to imitate the taste of alcohol to target non-drinkers • Working with restaurants to encompass more non-alcoholic drinks in their offerings to create more variety and drive desire <p>Speaker: Thomas Adner, Founder and Managing Director, Caliente Beverages</p>
12:30	Lunch and networking
13:30	<p>The science and future of developing beverages with sweeteners of natural origin</p> <ul style="list-style-type: none"> • The attributes that need compensation when sugar is removed from a beverage • The EU sugar reduction toolkit and limitations reducing the use of natural sweeteners • Alternatives to sugar reduction with sweeteners • What's on the horizon for sugar reduction with sweeteners of natural origin <p>Speaker: Dr Zafer Gezgin: Principal Scientist, Suntory Food and Beverage Europe</p>
14:00	<p>Developing a kids hydration strategy to create buy-in into your product from an early age</p> <ul style="list-style-type: none"> • Developing products off the back of data in order to understand the needs of your customer base • Working alongside partners such as Disney and Nickelodeon to convey your product to your desired audience • Putting in place educational plans in schools to teach parents and children about responsible product content • Reducing sugar content in beverages for children to create a sustainable product <p>Speaker: Guillaume Millet, Marketing Director, Danone Waters</p>
14:30	<p>Considering the effects clean labels can have on consumers as a marketing ploy</p> <ul style="list-style-type: none"> • Creating innovative packaging solutions to entice consumers regarding the reduction of e numbers and artificial flavours and sweeteners • Making a sustainable product whilst working alongside charitable organisations in order to build brand reputation and customer loyalty • Taking these initiatives to sponsors and clients such as Real Madrid to increase visibility and a sense of pride amongst employees • Bringing social issues to the forefront through your product that can improve the value chain including suppliers and clients • Leaving a good footprint that also improves profitability and reputation <p>Manuel Patiño: Brand Manager, Aguas de Solan de Cabras (Mahou-san Miguel Group)</p>
15:00	Chair's summary
15:05	Afternoon refreshments and networking
15:35	Close of conference