

International Beer Strategies Conference 2018

8-10 May 2018, London

Celebrating our 20th Anniversary

This year will be a particularly special celebration of the world's leading Beer Strategies event. Celebrating 20 years of industry key opinion leaders, exclusive market insights, global trends and opportunities, the 2018 conference will be our best yet.

In May this year, the leading brewers from across the world will join us to learn from our global industry. There will be keynote presentations and exclusive on-stage interviews; interactions and a sharing of opinions during our live controversial debates, panel discussions and roundtables, and the chance to taste and try during various beer tastings, food pairings and networking drinks receptions.

Guests will leave this event with the most pivotal insights to allow the best opportunities for success as a brewer in the forthcoming years, together with an outstanding network of new contacts and a gift or two to remember the experience.

2018 Speaker Faculty

- Julian Momen**, Chief Executive Officer, **Carlsberg UK**
Hector Gorosabel, Chief Executive Officer, **Asahi Europe Ltd**
Paul Davies, Vice President, Craft & Speciality, Group Commercial, **Carlsberg**
Rosalind Healy, Guinness European Marketing Director, **Diageo**
Mauricio Orbe Garcés, Executive Committee Member and Strategy and Business Development Director, **Birra Peroni**
Maria Pilar Panivino Gonzalo, Head of Consumer Insights & Market Research, **Mahou San Miguel**
David Zappe, Marketing Director, **Heineken Slovakia**
Jack Daniel, Director of Digital, **Molson Coors**
Elton Paul Andres Knight, International Marketing Director, **Mahou San Miguel**
Dr Zoran Gojkovic, Director of Brewing Science and Technology, **Carlsberg Research Laboratory**
Filippo Scandellari, MD - Middle East, Africa & Latin America, **Asahi Premium Brands**
Eric Ottaway, CEO, **Brooklyn Brewery**
Pierre-Olivier Bergeron, Secretary General, **Brewers of Europe**
Dave McCarthy, Former Chief Commercial Officer - Head of Integration, **Molson Coors**
Brigid Simmonds, Chief Executive, **British Beer and Pub Association**
Martin Rederlechner, Sales Director South Europe / Latin America, **Bitburger Beer Group**
Justin Phillimore, CEO, **Charles Wells**
Erik Sahlin, Head Brewer, **Sahlins bryggus**
David Jackson, CEO, **EeBria**
Ken Stout, President International, **Goose Island**
Kevin Baker, Global Beer and Cider Research Director, **GlobalData Consumer**
Tim Froggett, Marketing Fellow, **Anglia Ruskin University**
Mark Hopper, Interim Sales Director, **BAM Life**
Becky Kean, Director, **Fitbeer**
James Grundy, Founder, **Small Beer Brew Co**
Felix James, Founder, **Small Beer Brew Co**
Wilf Horsfall, Co-founder, **UBREW**
Brian Gibson, Principal Scientist and Project Manager, **VTT**
Thomas B. Olsen, Senior Vice President, Process Industry, **NIRAS**

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	International Beer Strategies Conference 2018 Tuesday 8th May 2018 Brewery Tour – Meantime Brewery
15.00 & 15.30	Participants picked up
16.00	Brewery Tour 1 Starts
16.30	Brewery Tour 2 Starts
17.00	Brewery Tour 3 Starts

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International Beer Strategies Conference 2018 Wednesday 9 th May 2018 Programme Day One	
07:45	Registration and refreshments
08:20	Chair's opening remarks
8:30	<p style="text-align: center;">Opening Keynote</p> <p>Repositioning the Carlsberg UK business based on the Carlsberg story</p> <ul style="list-style-type: none"> • Utilising the rich, pioneering history and purpose of Carlsberg over the last 170 years including its support to Art and Science • Fundamentally shifting Carlsberg UK back to what it does best; focus on brewing and brands • How we have been applying our purpose to the modern world to create a stronger future • Allowing customers to make their own judgements once they understand the Carlsberg story <p>Speaker: Julian Momen, Chief Executive Officer, Carlsberg UK</p>
09:00	<p>Live debate</p> <p style="text-align: center;">The word "craft" in the beer industry will disappear within the next 3 years</p> <p>In this unique format, two groups will share their thoughts on this highly controversial statement.</p> <p>9:00 Moderator Opening Remarks 9:05 Initial Audience Vote 9:10 Arguments For 9:15 Arguments Against 9:20 Moderated Debate (with audience participation) 9:40 Final Audience Vote</p> <p>Speakers:</p> <p>Eric Ottaway, CEO, Brooklyn Brewery Erik Sahlin, Head Brewer, Sahlins brygghus</p> <p>Dave McCarthy, Former Chief Commercial Officer - Head of Integration, Molson Coors</p>

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09:45	<p>A GlobalData perspective: Defining and understanding the latest trends in the industry to achieve greater market awareness</p> <ul style="list-style-type: none"> • Exploring the latest trends within beer and cider based on consumer demands • Identifying what flavour profiles are influencing the market • Examining the next growth areas within both product innovation as well as untapped regions • Reviewing the key consumer motivations that are driving behaviours in the beverage market • Analysing the growth of easy to drink and premium beers as a revenue stream <p>Speaker: Philip Coverdale, Director of Consulting – Consumer, GlobalData</p>	
10:15	<p>Session reserved for Ads2Brands</p>	
10:45	<p>Morning refreshments and networking</p>	
	<p>Stream A: Portfolio Diversification</p>	<p>Stream B: Distribution Strategies</p>
11:15	<p>Case Study Takeaway lessons; how Radler’s and other beers can work alongside non-alcoholic beverages for greater consumer choice</p> <ul style="list-style-type: none"> • Sourcing lessons from soft drinks with a twist to premiumise your brand • Understanding changing beverage trends in alcoholic and non-alcoholic drinks to give beer an opportunity to reinvent itself • Positioning the category alongside flavoured ciders to entice consumers looking for a similar product • Highlighting the low alcohol and refreshing taste for drinkers looking for a different drinking experience <p>Speaker: David Zappe, Marketing Director, Heineken Slovakia</p>	<p>Strategies for the future; understanding on and off trade trends in order to drive growth in both</p> <ul style="list-style-type: none"> • Analysing the dynamics between off and on trade to exploit channel growth • Becoming more agile in order to take advantage of changes in the off trade / on trade dynamics • Building a stronger relationship with your on trade partners to drive engagement and achieve higher cooperation • Developing a B2B-B2C platform to work alongside pubs and bars for best practice techniques to help them understand our customers better • Evaluating the relationship between quality vs price and how to stop the price of beer being commoditized <p>Speaker: David Jackson, CEO, EeBria</p>
11:45	<p>Pairing beer and food to retain customers for longer</p> <ul style="list-style-type: none"> • Working alongside pubs and bars to offer a 	<p>Session TBC</p>

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	<p>more diverse food menu that compliments your beverages</p> <ul style="list-style-type: none"> • Understanding how taste pallets work when combining beer with certain foods to complement one another • Engaging with chefs and owners to better understand how to use beer in their cooking • Developing your portfolio to offer a range of beers for different occasions to capture wider engagement • Highlighting specific beer and food offerings through promotions to entice customers to return <p>Speaker: Rosalind Healy, Guinness European Marketing Director, Diageo</p>	
12:15	<p>Session reserved for O-I</p>	<p>Understanding how the Beer & Beverage industry can get value from the UN sustainability development goals(SDG) to incorporate into their core business</p> <ul style="list-style-type: none"> • Gaining insight into the proportions of environmental impacts related to various business activities • Considering environmental impacts across the value chain through insight • Measuring performance on several of UN's Sustainable Development Goals • Roadmaps - how to integrate SDGs into core business <p>Speaker: Thomas B. Olsen, Senior Vice President, Process Industry, NIRAS</p>
12:45	<p>Lunch and networking</p>	
13:45	<p>How far will the rise of 0% beer go? Accessing the sustainable growth potential of the category</p> <ul style="list-style-type: none"> • Understanding why the category is growing so fast and what it means for traditional beer 	<p>Looking at an American market to understand global trends</p> <ul style="list-style-type: none"> • Explaining the 30th anniversary of Goose Island to understand how adaptive techniques used throughout the years

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	<ul style="list-style-type: none"> • Changing the previous generations outdated perceptions that 0% doesn't taste like "the real thing" to win them back • Effective marketing techniques; how changing socialising habits relate to consumer demands for less ABV • Benefiting from being able to promote non-alcoholic beer as a healthy option • Getting typical non-beer drinkers buying into non-alcoholic beer <p>Speaker: Elton Paul Andres Knight, International Marketing Director, Mahou San Miguel</p>	<ul style="list-style-type: none"> • Defining the history of the brand and its similarities to Fullers • Discussing the international distribution challenges of Goose Island, and methods of international market penetration <p>Speaker: Ken Stout, President, Goose Island International</p>
14:15	<p>Becoming more imaginative with lower ABV rather than going 0% to encourage moderate drinking</p> <ul style="list-style-type: none"> • Why is it not necessarily about perfecting 0% beer for the consumer but creating more choice and flavours whilst still retaining some alcohol • Using flavours to create sweeter tastes to traditional beer drinks to widen the appeal • Getting people into the low ABV category to recruit them for life • Using lower ABV to help market your beer as an alternative to soft drinks • Changing consumption habits of drinkers, particularly millennials to offer more beverages at a premium price but lower ABV <p>Speakers: James Grundy, Founder, Small Beer Brew Co Felix James, Founder, Small Beer Brew Co</p>	<p>Changing your business to be fit for purpose in the 21st century</p> <ul style="list-style-type: none"> • Understanding why Charles Wells is redeveloping its brewery and the implications it has for the industry in the future • Avoiding the squeezed middle - downscaling your business in order to streamline your approach and consolidate your USPs • From big to small; transitioning from an old style brewery to a modern craft brewery to position themselves as a leader for change • Working on projects such as The Wandering Brewer Project to stay current amidst change whilst engaging with core brand ambassadors on a micro level <p>Speaker: Justin Phillimore, CEO, Charles Wells</p>
14:45	Session reserved for EcoDraft	Session reserved for Austria Juice
14:55	Afternoon refreshments and networking	

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Considering what beer in Europe in 2020 is going to look like

15:25

- Defining current and future beer trends to better understand the market
- Recognising where we want to be to map a plan of how to get there
- Anticipating and positively impacting regulatory developments
- What bold pledges are Europe's brewers taking to improve the beer sector
- Positively addressing health in the interest of consumers and brewers

Speaker: **Pierre-Olivier Bergeron**, Secretary General, **Brewers of Europe**

Fireside Chat

Assessing the legitimacy of the continued growth potential of craft beer

15:55

- Understanding the ever-changing craft beer market and what it means for the industry as a whole
- What larger breweries can learn from craft in terms of innovation and brand perception
- Finding the right distributors as you continue to grow and to ensure they grow with you
- Safeguarding the industry and nurturing the word craft so that the industry doesn't kill off its golden goose through market saturation
- Assessing whether the lack of opacity for the definition of the word craft is positive or negative for the industry
- Analysing how craft beer is bettering the category perception

Speakers:

Eric Ottaway, CEO, **Brooklyn Brewery**

Paul Davies, Vice President, Craft & Speciality, Group Commercial, **Carlsberg**

16:25

Session reserved for Kamini Dickie , DuPont

Quick fire beer tasting

To round off the first day of the conference, we will be having 3 speakers on stage to talk about their product within the specific beer style and what makes it unique to the market and the history behind it.

16:55

Each speaker will have 15 minutes on stage to give the audience the story behind their beer style and to talk about the flavour profile whilst attendees get to taste it. We will then have a 15 minute panel Q&A at the end for the audience to ask any questions about the products.

16:55 – Meantime Yakima Red

17:10 – Benediktiner Weissbier

17:25 – Stout

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	<p>Speakers:</p> <p>Mauricio Orbe Garcés, Strategy and Business Development Director , Birra Peroni Martin Rederlechner, Sales Director South Europe / Latin America, Bitburger Beer Group Dr Zoran Gojkovic, Director of Brewing Science and Technology, Carlsberg Research Laboratory</p>
17:40	<p>Opportunities with extracts in beer</p> <p>Phillippa Holford Chief flavourist Beverage Europe, Sensient</p>
17:55	Chair's summary and day 1 close of conference
18:00	Drinks reception

	<p>International Beer Strategies Conference 2018 Thursday 10th May 2018 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>What is the next golden goose for the industry?</p> <p>Dr Zoran Gojkovic, Director of Brewing Science and Technology, Carlsberg Research Laboratory</p>	

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Roundtable 2	<p>What can we learn from a different industry?</p> <p>Speaker: Mark Hopper, Interim Sales Director, BAM Life</p>
Roundtable 3	<p>Improving distribution and export channels in emerging markets</p>
Roundtable 4	<p>Promoting your beer through advertising in the wake of added scrutiny and regulation</p>
Roundtable 5	<p>2019 and beyond within a UK context</p> <p>Speaker: Brigid Simmonds OBE, Chief Executive, British Beer and Pub Association</p>
10.30	<p>Morning refreshments and networking</p>
11.00	<p>Day 2 Keynote</p> <p>Understanding the importance of Asahi's emergence in Europe a year on from their acquisition of SAB Miller Europe whilst looking ahead to the future</p> <ul style="list-style-type: none"> • Incorporating some of the successes of SAB Miller within Asahi whilst rethinking strategies and defining competitive advantages to create a new story • Developing a clear vision for 2020 and beyond to drive growth • Understanding the market trends that will lead the beer industry over the next 10 years to stay ahead of the curve • Leveraging assets such as Meantime Brewery beyond the UK to build on the premium perception of the brand <p>Speaker: Hector Gorosabel, Chief Executive Officer, Asahi Europe Ltd</p>
11.30	<p>Positioning today for the beer profit pools of tomorrow through distribution and exports</p> <ul style="list-style-type: none"> • Overview of the profit pools today and prediction of their size in a decade time • Drivers of profit pool growth – volume and premiumisation • Entering the attractive markets through export, local production or M&A? • Benefits and drawbacks of different models • Leveraging local presence and building brand equity

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	Speaker: Francois Sonneville , Director Beverages, RaboResearch Food & Agribusiness	
12.00	<p>Answering to the new consumer and market demands</p> <ul style="list-style-type: none"> • Understanding the new market and consumer context • Focusing in key opportunities: in short, premiumization vs. banalization • How MSM is answering to these demands in this new environment: developing the beer culture <ul style="list-style-type: none"> o Innovation: new categories, new brands.. o Craft beer in Spain and USA.. o Experiences: brand spaces, digital.. <p>Speaker: Maria Pilar Panivino Gonzalo, Head of Consumer Insights and Market Research, Mahou San Miguel</p>	
12.30	Session reserved for Sacmi	
12.45	<p>Offering a premium beverage focusing on indulgence and moderation to encourage responsible drinking whilst charging a premium price</p> <ul style="list-style-type: none"> • Accessing the entry and exit price levels of beer, compared to other beverage industries • Communicating your product quality more effectively in order to feel comfortable charging a premium for a better drink • Using premiumisation as a tool to combat further commoditisation in the beer market • Sharing your story through your beer packaging and labelling to create engagement through education <p>Speaker: Filippo Scandellari, MD - Middle East, Africa & Latin America, Asahi Premium Brands</p>	
13.15	Lunch and networking	
	Stream A: Digitalisation	Stream B: The Beer Market
14:15	<p>Redefining your business or brand in a digital world as a platform for growth</p> <ul style="list-style-type: none"> • Maximising your productivity on social media in a global context whilst acknowledging that content space is increasingly shrinking 	<p>The rise of small batch brewing</p> <ul style="list-style-type: none"> • Introduction, "Hi, we're UBREW" • Explanation of what UBREW is • Examples of UBREW alumni hobbyists turned pro, who now have their own breweries

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	<ul style="list-style-type: none"> Utilising analytics to understand concepts such as length of video for optimum engagement Using KPIs and online metrics to track ROI on social media; especially on Facebook and Instagram Developing social listening tools to promote but also to protect against potential digital threats to your brand Translating your brand and business goals into digital objectives Highlighting some of the challenges in implementing this for a smooth transition <p>Speaker: Jack Daniel, Director of Digital, Molson Coors</p>	<ul style="list-style-type: none"> How we riff off macro beer - Responsibly ad campaign, work with ZX, work with Goose Island, BeerHawk This trend will only increase <p>Speaker: Wilf Horsfall, Co-founder, UBREW Matt Denham, Co-founder, UBREW</p>
14.45	<p>Using Smart Beer to engage mobile first consumers</p> <ul style="list-style-type: none"> Understanding what smart beer is and communicating this to the consumer? Connecting Physical to Digital with the Internet of Beer The moment of truth - when the consumer is holding your beer in their hand Analysing the results from on-trade and off-trade launches and what this means for your product <p>Speaker: Saqib Rizvi, VP Sales EMEA, Thin Film</p>	<p>Is Yeast the New Hops? An Assessment of the Potential of Yeast Selection and Development for Product Diversification</p> <ul style="list-style-type: none"> Quantifying the growing interest in yeast diversity in brewing: the patent landscape Exploiting non-conventional yeast for non-conventional beers: bioflavouring, primary souring and low-alcohol brewing Nurturing talent: evolutionary engineering to improve fermentation performance and modify flavour Yeast breeding: a new tool for improved functionality and product diversification <p>Speaker: Brian Gibson, Principal Scientist and Project Manager, VTT</p>
15:00	<p>Beyond the evidence of our senses: exploring the latest research in visual and tactile perception</p>	<p>Mixing Up The Norm - What To Drink When You Are Not Drinking?</p>

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	<ul style="list-style-type: none"> • Product inferences based on visual imagery contained in packaging • The role of touch in product perception • Visual cues along the shopper journey • Increasing visual salience at point of purchase <p>Speaker: Tim Froggett, Marketing Fellow, Anglia Ruskin University</p>	<ul style="list-style-type: none"> • Staying current with the consumer's healthy lifestyle to keep your brand relevant and appealing • Exploiting the drop in alcohol sales with new non- alcoholic product options to retain consumers investment in your brand • Maximising the advertising potential for non-alcoholic product during the increased alcohol free national campaigns to maintain company sales • Capitalising on the health movement with specific 'on trend' non-alcoholic ingredients to increase company growth • Highlighting consumer trends and how young, millennial drinkers are moving away from alcohol in favour of non-alcoholic alternatives <p>Speaker: Becky Kean, Director, Fitbeer Joe Kean, Director, Fitbeer</p>
15:30	Afternoon refreshments and networking	
16:00	<p>Driving new growth through keg innovation to help modernise the process whilst delivering measurable results</p> <ul style="list-style-type: none"> • Looking at future keg innovation technologies to simplify the beer supply chain • Weighing the advantages of single use kegs when analysing beer wastage • What are the questions single kegs raise around sustainability compared to the traditional keg? • Optimising your kegs with innovative tapping systems to create a seamless process for staff 	
16:30	<p>Contemplating the repercussions and opportunities in the beer industry once the UK leaves the European Union</p> <ul style="list-style-type: none"> • Discussing the challenges and opportunities in terms of importing and exporting after March 2019 • Understanding the knock-on effects of custom changes should they be implemented • Changing dynamics of customer spending habits and how this is going to affect back office strategies 	

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- Buying decisions and how Brexit affects your company's ingredients sourcing
- Effects of higher costs due to the falling GBP – will the extra cost have to fall on the consumer?

Speaker: **Brigid Simmonds OBE**, Chief Executive, **British Beer and Pub Association**

17:15

Chair's summary and close of conference