

# 2016 UK BOTTLED WATER INDUSTRY CONFERENCE

Tuesday 15 March 2016, Congress Centre, London



**Market dynamics**  
**Space for growth**  
**New market dimensions**  
**Entrepreneur breakfast briefing**  
**Conference: Driving consumer interest**  
**Seminar: water resource risk management**

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# 2016 UK BOTTLED WATER INDUSTRY CONFERENCE

## ABOUT THE EVENT

Zenith's 24th annual UK Bottled Water Industry Conference will once again bring together key industry leaders, retailers, experts and advisers to provide a **complete overview of the current market** and the issues which face the sector.

The theme of Driving consumer interest is designed to focus on what companies can do to build on bottled water's natural momentum by **innovation and communication**, thereby accelerating demand and enhancing loyalty.

Conference highlights include:

- Industry leaders from **Danone, Highland Spring, Nestlé** and **Tesco**
- Market and consumer insights from **IGD, Natural Hydration Council** and **Zenith**
- Growth perspectives from **Brand Incubator, CBL, Heartland, Radnor Hills** and **Seedrs**
- New entrepreneurs **Nuva, Just Bee** and **Powerful Water**
- **Entrepreneur breakfast briefing** with Zenith Springboard
- **Water resource risk management** seminar

The audience will be drawn from senior industry managers, suppliers, retailers, advisers and the trade press.

Reasons to attend:

1. **Learn latest market developments** for forecasting and product development planning
2. **Engage in discussions** on changing consumer trends and key industry issues
3. **Network** with leading producers, retailers, suppliers and advisers
4. **Prepare and plan** for the next phase of growth for your business

**Booking:** please go to [www.zenithinternational.com/events](http://www.zenithinternational.com/events) to book online.

**Sponsorship:** If you would like further information on the range of table top display and other sponsorship opportunities available, please contact Nick Crossland e [ncrossland@zenithinternational.com](mailto:ncrossland@zenithinternational.com) t +44 (0) 1225 327941



## TUESDAY 15 MARCH

### 08.00 / Zenith Springboard breakfast briefing

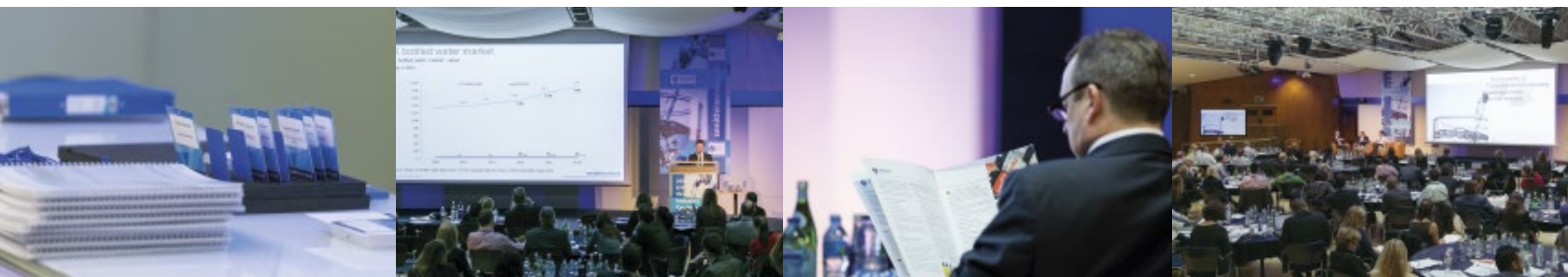
#### Tailored advice for early stage entrepreneurs

The session will be led by Paul Martin, Zenith Springboard's Principal Consultant and an experienced Chief Executive with over 30 years in the drinks industry. It will provide delegates with advice and tips on building a successful beverage company, as well as offering valuable information for anyone looking to move into bottled water. Limited space available. For more information, visit [www.zenithinternational.com/events](http://www.zenithinternational.com/events)

#### CONFERENCE: DRIVING CONSUMER INTEREST

#### MARKET DYNAMICS

- 09.00 / **Latest UK market trends and developments**  
Simon Johnson, Managing Consultant at **Zenith International Ltd**
- 09.15 / **Changing shopper behaviour and market fragmentation**  
Vanessa Henry, Shopper Insight Manager for **IGD**
- 09.35 / **Consumer perceptions of bottled water**  
Kinvara Carey, General Manager of **Natural Hydration Council**
- 09.55 / **Driving growth in bottled water drinks**  
James Pearson, Managing Director of **Danone Waters UK & Ireland**
- 10.15 / Questions and discussion
- 10.45 / Hydration break and networking



# DRIVING CONSUMER INTEREST

## TUESDAY 15 MARCH

### SPACE FOR GROWTH

- 11.15 / **Responding to consumer needs for healthy choice**  
Les Montgomery, Chief Executive of **Highland Spring Group Ltd**
- 11.35 / **Satisfying the thirst for healthy hydration**  
Federico Sarzi Braga, Managing Director of **Nestlé Waters UK Ltd**
- 11.55 / **Reflections on retailing**  
David Beardmore, Category Buying Manager – Soft Drinks for **Tesco plc**
- 12.15 / Questions and discussion
- 12.45 / Networking lunch

### NEW MARKET DIMENSIONS

### STREAM 1

- 14.00 / **Spreading demand for water based products**  
William Watkins, Chief Executive Officer of **Radnor Hills**
- 14.15 / **Flavoured water – back to basics**  
Maurice Newton, Sales & Marketing Director of **CBL Drinks** – part of **Clearly Drinks Group**
- 14.30 / **Maximising potential for liquid water enhancers**  
Mickel Ouweneel, Vice President – Business Development EMEA for **Heartland Food Products**
- 14.45 / Questions and discussion
- 15.15 / Rehydration break and networking

### NEW ENTREPRENEURIAL SPIRIT

- 15.45 / **Growing brands, growing businesses**  
Claire Nuttall, Founder of **The Brand Incubator**
- Entrepreneur shoot out**
- 16.00 / **Nuva: leading the no sugar agenda**  
Christine Renier, Managing Director of **Nuva**
- 16.10 / **POW for positive energy**  
Ed Woolner, Founder of **The Powerful Water Company**
- 16.20 / **Just Bee Honey Water**  
Andy Sugden, Worker Bee at **Just Bee Drinks**
- 16.30 / **Adviser panel** – panel will comment on innovator presentations, offer perspectives on success so far and on scope for taking products to next level  
  
David Beardmore, Category Buying Manager – Soft Drinks for **Tesco plc**  
Paul Martin, Principal Consultant for **Zenith Springboard**  
Claire Nuttall, Founder of **The Brand Incubator**  
Simon Potter, Senior Investment Associate at **Seedrs**

### TECHNICAL SEMINAR

### STREAM 2

- 14.00 / **Water resource risk management**

This seminar will explore the importance of securing a reliable and sustainable source of high quality water, and how businesses can manage water source risks.

It will be led by Paul Thomson, Zenith's Water & Environment Director, and will provide delegates with an awareness of business risks associated with groundwater sources. Aimed at anyone with an interest in the risks and opportunities arising from the use of a private water supply, it will include sessions on source development and protection, risk assessment and management, and water quality.

For more information, visit [www.zenithinternational.com/events](http://www.zenithinternational.com/events).



- 17.15 / **Networking reception**
- 18.00 / Close



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## ABOUT BOOKING

To book your place, please go to [www.zenithinternational.com/events](http://www.zenithinternational.com/events).

Price per delegate	Before 5 February	With VAT	After 5 February	With VAT
Full day*				
One delegate	£600	£720	£650	£780
Two delegates	£550	£660	£600	£720
Three delegates	£500	£600	£550	£660
Four or more delegates	£450	£540	£500	£600
Afternoon				
Technical seminar only	£250	£300	£300	£360

\* Full day bookings may choose between the two streams in the afternoon.

To qualify for multiple delegate discounts, bookings must be made together. Substitutions will be accepted at any time. Cancellations will be subject to a £80 + VAT administration charge and cannot be made after 5 February. Bookings are subject to Zenith Event terms and conditions, see [www.zenithinternational.com/events](http://www.zenithinternational.com/events). All delegates must pay UK VAT at prevailing rate, currently 20%.



## ABOUT THE VENUE

The Congress Centre offers an ideally located and contemporary venue in the heart of London's West End. It is situated close to Tottenham Court Road underground station, from which you should use exit 3.

Congress Centre, 28 Great Russell Street, London WC1B 3LS

**t** +44 (0)207 467 1318

**f** +44 (0)207 467 1313

For details on reaching the venue, visit [www.congresscentre.co.uk](http://www.congresscentre.co.uk)

Dress code: Business suit or smart casual.



## zenithinternational

Recognised since the 1990s as Europe's leading drinks consultancy, **Zenith International** has over 1,000 clients across more than 50 countries. The company's main activities involve comprehensive market analysis, strategic and commercial advice, financial and technical consulting projects, information services, trade journals and event organisation. With over 40 staff based in the World Heritage City of Bath, Zenith also has regional representation in numerous other countries, including offices in Dubai and New York.



### Zenith International Ltd

7 Kingsmead Square, Bath BA1 2AB, United Kingdom

**t** +44 (0)1225 327900

**f** +44 (0)1225 327891

**e** [info@zenithinternational.com](mailto:info@zenithinternational.com)

[zenithinternational.com](http://zenithinternational.com)