



# thirst

What's next for bottled water?

# 2017 UK bottled water industry conference

14 March 2017 / Congress Centre / London

Scene setting

Growth drivers

Market issues

Innovation

Technical seminar:  
water source  
risk management

Market trends, new  
ideas, networking

Organised by



Gold sponsor



Sponsored by



Supported by



# 2017 UK BOTTLED WATER INDUSTRY CONFERENCE

## ABOUT THE EVENT

The bottled water category is being redefined and many other products are drawing on the appeal of water attributes. With the lines between segments increasingly blurred, consumers are turning to an ever wider range of flavour, functionality and added value. New niche brands are achieving high growth potential.

Delegates will hear from established companies as well as innovators on: market, consumer and retail trends; how aqua plus drinks are evolving; the latest in innovation; and key social and environmental challenges facing the industry.

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

Reasons to attend:

- Gain insight into the dramatic shifts taking place in the market
- Take a look at how water is evolving beyond traditional perceptions
- Network with established brand companies alongside emerging innovators and entrepreneurs
- Be at the heart of discussions into what further potential there is for growth

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

Sponsorship: Zenith's flexible range of event sponsorship options will enable you to build awareness of your company, providing an excellent platform to raise your profile and reach a wider audience. We work with our sponsors to develop a package that meets specific needs and helps deliver maximum value. If you would like information on the range of table-top display and other sponsorship opportunities available for the conference, please contact the events team [e events@zenithglobal.com](mailto:events@zenithglobal.com) [t +44 \(0\)1225 327900](tel:+44201225327900)



## TUESDAY 14 MARCH

### Zenith Springboard breakfast briefing

#### 08.00 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.zenithglobal.com/events](http://www.zenithglobal.com/events)*

### SCENE SETTING

#### 09.00 2016 UK market developments and future outlook

*Market review covering plain water, flavoured water, functional water and juicy water. Includes consumption, value, leading companies, challenges, opportunities and forecasts to 2020.*

Simon Johnson, Managing Consultant at **Zenith Global Ltd**

#### 09.20 Changing consumer priorities

*Impact of issues around health and wellness, economic pressures and changes in grocery shopping. Detailed assessment of post millennial generation including search for authenticity.*

Gwladys Hall, Strategic Insights Director – Consumer Goods for **Kantar WorldPanel**

#### 09.40 Questions and discussion

#### 10.00 Hydration break

# THIRST – WHAT’S NEXT FOR BOTTLED WATER?

---

TUESDAY 14 MARCH

---

## GROWTH DRIVERS

- 10.45 **Disruption to gain attention, space and sales**  
*Perspectives on what products and concepts are pushing innovation into new territories, why they are proving successful and what the scope is for future disruption in beverages.*  
Claire Nuttall, Founder of **The Brand Incubator**
- 11.05 **Driving growth by expanding consumer choice**  
*The scope and scale of innovation is increasing, with brand companies constantly having to improve choice, flavour and consumer engagement. We hear from a market leader on driving growth by responding to consumer demands around health and wellness, added value and convenience.*  
Tara O'Rourke, Head of Brand Marketing at **Coca-Cola HBC Ireland & Northern Ireland**
- 11.25 **International keynote: Sparkling flavour**  
*With sales of Sparkling Ice now heading towards \$1 billion, sparkling flavoured water is now providing US consumers with a real alternative to traditional carbonated soft drinks. Taste, refreshment and healthy choice are central to building up a portfolio and appealing to a wider audience.*  
Kevin Klock, Chief Executive Officer of **Talking Rain**, United States
- 11.45 Questions and discussion
- 12.15 **A better match: Sidel solutions for water from concept to consumer**  
*In an era of changing consumer needs and increased demand for bottled water, you will hear how Sidel's complete line solutions for water help to protect your products, delight your customers and strengthen your brand.*  
Laurent Fournier, Sales Director for Northern Europe at **Sidel**
- 12.30 Networking lunch

## MARKET ISSUES - STREAM 1

- 13.45 **Panel: Where next on key environmental issues?**  
*Consumer expectations, industry action and government policy. Challenges and opportunities around recycling, recycled content, lightweighting, deposit schemes and communications.*  
Jane Bickerstaffe, Director of the **Industry Council for Packaging & the Environment (INCPEN)**  
Linda Crichton, Head of **Waste and Resource Action Programme (WRAP)**  
Samantha Harding, Litter Programme Director for **Campaign to Protect Rural England**
- 14.40 **Panel: Maximising opportunities for retail growth**  
*Perspectives on broadening the category and the optimum positioning of bottled water in a changing retail environment.*  
Philip Banks, Category Buying Manager – Soft Drinks and Chilled Juice at **Tesco plc**  
Nick Kirby, Ecommerce and Analytics Director at **Bridgethorne Ltd**  
Neil Robinson, Soft Drinks and Crisps Category Buyer at **BP**
- 15.30 Rehydration break

## INNOVATION, INNOVATION, INNOVATION - STREAM 1

- 16.00 **Plant-based waters: where do they sit in the beverage category?**  
*Focus on coconut water, how it is perceived in the context of the wider beverage category, where it is going and what are the wider expectations for plant-based beverages.*  
Adam Thompson, Commercial Director of **Rebel Kitchen**
- 16.15 **Essence water: has its time come?**  
*How does essence water differ from other flavoured water alternatives? Is there room for more innovation around flavour alone? What are the prospects for innovation and growth without sweetening of any kind?*  
Ali Lazem, Founder of **Flo Drinks**
- 16.30 **The beauty of Ugly**  
*The challenges and opportunities around creating zero sugar alternatives in an increasingly competitive space.*  
Joe Benn, Co-founder of **Ugly Drinks**
- 16.45 **Veg water: ingenious natural hydration**  
*Profiling a product which uses the inherent goodness of vegetables and an inventive approach to branding to broaden even further the choice of low sugar alternatives for health conscious consumers.*  
Felix Tanzer, Co-founder of **JF Rabbit's**
- 17.00 Questions and discussion

# 2017 UK BOTTLED WATER INDUSTRY CONFERENCE

## TUESDAY 14 MARCH

### TECHNICAL SEMINAR - STREAM 2

- 13.45 **Panel: Where next on key environmental issues?** Council Chamber  
*Sustainability panel as in Stream 1*
- 14.40 **Technical briefings - welcome** Meeting rooms 3 & 4
- 14.50 **Abstraction licence reform**  
*The UK Government is committed to reforming the water abstraction licensing regime. This session will provide a forum to discuss the implications.*  
Helen Kelleher, Water & Environment Manager at **Zenith Global Ltd**
- 15.20 Questions and discussion
- 15.30 Rehydration break
- 16.00 **Emerging contaminants**  
*Insight into the world of chemicals known as 'contaminants of emerging concern'.*  
Dr Ulrich Kreuter, Technical Manager EMEA at **NSF International**
- 16.30 Questions and discussion
- 16.40 **Defending Source Protection Zones**  
*As housing and major infrastructure projects advance into previously undeveloped areas, Source Protection Zones are key policy tools. Session will cover the mechanisms to determine and review these zones, and the limitations to the protection they afford.*  
Paul Thomson, Water & Environment Director at **Zenith Global Ltd**
- 17.10 **Fracking**  
*The Government is hoping that the shale gas industry will one day revolutionise Britain's energy supply industry. With site preparation commencing in Lancashire, and planning applications submitted for other sites, we will briefly consider developments in the sector and their implications for water source users.*  
Paul Thomson, Water & Environment Director at **Zenith Global Ltd**
- 17.20 Questions and discussion
- STREAMS 1 & 2**
- 17.30 **Networking drinks** with sampling of new products
- 18.00 Close Programme correct as at 10 March 2017

## 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.



## ABOUT ZENITH

Recognised since the 1990s as Europe's leading drinks consultancy, Zenith 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 New York.