

2015 UK SOFT DRINKS INDUSTRY CONFERENCE

Thursday 14 May 2015, Congress Centre, London



Conference: Agenda for change
Market overview
Health of the nation
Rising contenders
Innovation and investment

Organised by

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UK SOFT DRINKS INDUSTRY CONFERENCE

ABOUT THE EVENT

This year's UK Soft Drinks Industry Conference comes at a critical time for both the industry and the wider economy. One week after the General Election and as the weather warms up for the summer, the 'Agenda for change' theme will provide a focus for looking at **all the critical policy and market issues** which directly affect the soft drinks sector.

Zenith's annual UK Soft Drinks Industry Conference will once again bring together key leaders, innovators, opinion formers, retailers and analysts to provide a complete overview of current opportunities and concerns.

Highlights include:

- Market briefings from **Kantar** and **Zenith**
- Changing retail landscape with **Asda**, **Britvic**, **CCE** and **Tesco**
- Priorities for health with **Action on Sugar** and **BSDA**
- Changing society pressures with **BP**, **Coca-Cola** and **Innocent**
- Rising contenders **Belvoir**, **FUEL10K**, **Purity** and **Vita Coco**
- Entrepreneur updates from **Jimmy's**, **Rebel Kitchen** and **VIVA**
- Business development advice from **Brand Incubator** and **Money&Co**
- Entrepreneur shoot out with **Everything But The Cow**, **Tg Green Teas**, **Ultra Beauty** and **Unsweet**

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

Reasons to attend:

1. **Be at the heart** of discussion on how the industry can improve its outlook
2. **Gain insight** from industry experts and analysts on trends and opportunities
3. **Network** with leading producers, retailers and advisers
4. **Prepare** and plan for the next phase of growth for your business.

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

Confirmed speakers include



THURSDAY 14 MAY

MARKET OVERVIEW

- 09.00 / **Latest UK market trends and developments**
Matt Wilton, Commercial Director of **Zenith International Ltd**
- 09.15 / **UK consumer and retail analysis and insights**
Fraser McKeivitt, Head of Retail and Customer Insight for **Kantar Worldpanel UK**
- 09.30 / **Category insights and growth opportunities**
Leendert den Hollander, Vice President and General Manager – Great Britain of **Coca-Cola Enterprises Ltd**
- 09.45 / **Changing retail landscape and attitudes: panel discussion**
Shelley Solomon, Buying Manager – Soft Drinks for **Asda Stores Ltd**
Paul Graham, Managing Director – GB of **Britvic Soft Drinks**
Leendert den Hollander, Vice President and General Manager – Great Britain of **Coca-Cola Enterprises Ltd**
David Beardmore, Category Buying Manager – Soft Drinks for **Tesco plc**
- 10.30 / Refreshments and networking

HEALTH OF THE NATION

- 11.15 / **Action for government and action for industry**
Professor Graham MacGregor, Chairman of **Action on Sugar**



AGENDA FOR CHANGE

THURSDAY 14 MAY *continued*

- 11.30 / **Policy horizon: Agenda for change**
Gavin Partington, Director General of **British Soft Drinks Association**
- 11.50 / **Changing society pressures and responses: panel discussion**
Professor Graham MacGregor, Chairman of **Action on Sugar**
Richard Broadribb, Lead Category Buyer – Buying Team Lead for **BP Oil UK Ltd**
Gavin Partington, Director General of **British Soft Drinks Association**
Joel Morris, Public Affairs and Communications Director for **Coca-Cola Great Britain & Ireland**
Nick Canney, Managing Director – UK & Ireland for **Innocent Drinks**

12.40 / Networking lunch

RISING CONTENDERS

- 13.40 / **Healthier refreshment**
David Bell, Chief Executive Officer of **Purity Soft Drinks Ltd**
- 13.55 / **Scaling up**
Peverel Manners, Managing Director of **Belvoir Fruit Farms**
- 14.10 / **Breakfast drinks**
Sean Uprichard, Brand and Marketing Head of **FUEL10K**
- 14.25 / **Taking coconut into the mainstream**
Giles Brook, Chief Executive Officer – EMEA for **Vita Coco**

14.40 / Questions and discussion

15.00 / Refreshments and networking

INNOVATION AND INVESTMENT

- 15.30 / **Key criteria for investors**
Toby Furnivall, Head of Credit Analysis for **Money&Co**
- 15.45 / **Entrepreneur updates**
Greg Boyle, Managing Director of **Good Natured Ltd**
Jim Cregan, Founder of **Jimmy's Iced Coffee**
Tamara Arbib, Founder of **Rebel Kitchen**
Sarab Bhangle, Joint Managing Director of **VIVA Drinks**

Entrepreneur shoot out

- 16.00 / **Natural protein drinks**
Lisa Clement, Founder of **Everything But The Cow**
- 16.10 / **Tg Green Tea**
Sophia Nadur & Dr Hua He, Co-Founders of **Ideas 2 Launch Ltd**
- 16.20 / **Bella Berry**
Suzannah Baker, Founder of **Ultra Beauty Ltd**
- 16.30 / **Unsweet drinks**
Andre Hess, Founder of **Unsweet Drinks Ltd**
- 16.40 / **Industry panel:** panel will comment on innovator presentations, offer perspectives on success so far and on the scope for taking products to the next level

Claire Nuttall, Founder of **Brand Incubator**
Toby Furnivall, Head of Credit Analysis for **Money&Co**
David Beardmore, Category Buying Manager – Soft Drinks for **Tesco plc**

17.30 **Networking reception**

18.15 Close



UK SOFT DRINKS INDUSTRY CONFERENCE

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
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zenithinternational

Recognised since the 1990s as Europe's leading drinks consultancy, Zenith International has over 1,000 clients across more than 50 countries. These include:

- world leading as well as local and newly formed food and drink manufacturers
- equipment, ingredient and packaging suppliers
- financial institutions, agencies and other consultancies
- trade associations and public authorities.

The company's main activities involve comprehensive market analysis, strategic and commercial advice, financial and technical consulting projects, information services and event organisation.

With some 40 staff based in the World Heritage City of Bath, Zenith also has regional representation in numerous other countries, including an office in Dubai.



BSDA

The British Soft Drinks Association represents UK producers of soft drinks including carbonated drinks, still and dilutable drinks, fruit juices and smoothies, and bottled water. BSDA members are responsible for the vast majority of products on the British soft drinks market.

The Association's principal activity is to represent the interests of the soft drinks industry both at UK and European level, ensuring that the industry's perspective is considered and the impact of regulations is fully understood.

As the collective voice of the UK soft drinks industry, BSDA provides a common industry view on the legal, technical and social issues concerning soft drinks to the media and political audiences.



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