



healthy  
innovation  
2017 UK  
soft drinks  
industry conference

11 May 2017 / Congress Centre / London

Market trends  
Consumer change  
Health  
Sustainability  
Value opportunity  
Entrepreneur  
shoot out

Market trends, new  
ideas, networking

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# 2017 UK SOFT DRINKS INDUSTRY CONFERENCE

## ABOUT THE EVENT

The UK soft drinks industry's annual conference has some vital issues to address – economic caution, social change, healthier living and sustainable growth. The challenges are summed up in this year's theme of **healthy innovation**.

The event will once again bring together senior industry managers, innovators, retailers, suppliers, opinion formers and analysts to provide an overview of the **latest developments and opportunities**.

**Speaker highlights** include: Industry leaders from **Britvic**, **Coca-Cola**, **Innocent** and **Lucozade Ribena Suntory**; panel discussion on health and the environment; market briefings from **Kantar** and **Zenith**; focus on value opportunities including **Pret A Manger**; entrepreneur shoot out.

Reasons to attend:

1. **Be at the heart** of discussions 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.

**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 to 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 Linda Leonard at [lleonard@zenithglobal.com](mailto:lleonard@zenithglobal.com) or call +44 (0)1225 327904.



## THURSDAY 11 MAY

### ADDRESSING THE MARKET

- 09.00 **Latest UK market developments**  
*The Zenith team offers an overview of the main trends and statistics for all the key market segments in 2016, with comparisons over the past five years and prospects for the next five years.*  
Simon Johnson, Managing Consultant at **Zenith Global Ltd**
- 09.15 **Latest UK consumer insights**  
*Health is on the agenda almost everywhere. But what do consumers really look for? Kantar offers insight into aspects of shopper opinion, changing lifestyles and behaviours and how these affect producers and brand owners.*  
Fraser McKevitt, Head of Retail & Consumer Insight at **Kantar Worldpanel**
- 09.30 **Reimagining and revolutionising soft drinks**  
*With consumer demand for low and no calorie drinks at an all-time high, we hear from a leading soft drinks manufacturer on how it is significantly reducing sugar through reformulation. How can reformulation of beverages and new product development benefit industry players and consumers without compromising on taste and product authenticity?*  
Jon Evans, Marketing Director of **Lucozade Ribena Suntory**
- 09.45 Questions and discussion
- 10.15 Refreshments and networking

# HEALTHY INNOVATION

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## THURSDAY 11 MAY

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### ADDRESSING THE ISSUES

- 11.00 **Sweeteners and sweetness**  
*Can our taste buds adapt? How far should reformulation go? Can sweeteners gain acceptance as natural? Will sugar become rehabilitated? What balance will be best for reducing obesity?*  
Professor Peter Rogers, Professor of Biological Psychology at **University of Bristol**
- 11.20 **Engaging consumers on sustainability**  
*What must industry do to satisfy consumers on packaging materials, recycling and waste? How much contribution can be made by plant based packaging, recycled content, closed loop recycling or deposit schemes?*  
Jane Bickerstaffe, Director of **Industry Council for Packaging & the Environment (INCPEN)**
- 11.40 **Leading for society**  
Jon Woods, General Manager of **Coca-Cola Great Britain & Ireland**
- 12.00 **Panel discussion** joined by  
Gavin Partington, Director General of **British Soft Drinks Association**  
Ieva Alaunyte, Science Communication and Education Scientist at **Lucozade Ribena Suntory**

12.45 Networking lunch

### ADDRESSING CONSUMER VALUE

- 14.00 **Driving adult soft drinks innovation**  
*Fuelled by the growing trend towards adult non-alcoholic beverages, Britvic has recently launched an incubator company, WiseHead Productions. Ounal Bailey explains in more detail.*  
Ounal Bailey, Co-Founder of WiseHead Productions at **Britvic**
- 14.15 **Delivering for customers**  
Mark Palmer, Board Adviser at **Pret A Manger** and Co-Founder of **Cawston Press**
- 14.30 **Standing for values**  
Nick Canney, Managing Director – UK & Ireland for **Innocent Drinks**
- 14.45 Questions and discussion
- 15.15 Refreshments and networking

### ENTREPRENEUR SHOOT OUT

Each speaker will make a 10-minute presentation, followed by 10 minutes of panel feedback from:

Ben McKechnie, Managing Director, **Epicurium Fine Food**  
Mark Palmer, Board Adviser at **Pret A Manger** and Co-Founder of **Cawston Press**  
Paul Martin, Principal Consultant at **Zenith Springboard**

- 15.45 **Tuk Tuk Chai**  
*Ready to drink teas and coffees are becoming increasingly popular. Tuk Tuk Chai offers three flavours of RTD chai.*  
Rupesh Thomas, Managing Director of **Tuk Tuk Chai**
- 16.05 **Protein and breakfast drinks: making üFIT**  
*Protein is a real buzzword today, with health and fitness on the mind of most millennials, accentuated by the omnipresence of social media platforms such as Instagram.*  
Terry Adams and Huw Miller, Co-owners of **The Protein Drinks Co**
- 16.25 **Finding a unique space in the crowded soft drinks market**  
*Taking inspiration from urban creative communities to provide a healthier soft drinks alternative for millennials.*  
Melvin Jay, Chief Executive Officer & Founder of **Gunna Drinks Ltd**
- 16.45 **Brain Füd: fresh thinking in healthy energy!**  
*The market opportunity for lower sugar energy drinks is growing. Brain Füd is a smart alternative providing great taste, no added sugar, seven vitamins and a natural energy boost from guarana!*  
Philip Udeh, Founder of **Brain Fud Ltd**
- 17.05 Closing remarks
- 17.15 **Networking reception**
- 17.45 Close

# 2017 UK SOFT DRINKS INDUSTRY CONFERENCE

## ABOUT BOOKING

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

	To 7 April	With VAT	From 7 April	With VAT
Price per delegate	£600	£720	£700	£840

Substitutions will be accepted at any time. Cancellations will be subject to £80+VAT administration charge and cannot be made after 7 April. Bookings are subject to Zenith Event terms and conditions, details of which are available on the Zenith website. All delegates must pay UK VAT at prevailing rate, currently 20%.

A concessionary rate of £195 plus VAT is being offered to start-ups and early stage entrepreneurs. To be eligible, companies must be within two years of formation and with annual sales below £500,000. For more information and to book at this rate, please contact: Fiona Herrington at [fherrington@zenithglobal.com](mailto:fherrington@zenithglobal.com) or call +44 (0)1225 327903 or Christine Robinson at [crobinson@zenithglobal.com](mailto:crobinson@zenithglobal.com) or call +44 (0)1225 327900.



## 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/location.aspx](http://www.congresscentre.co.uk/location.aspx)

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.