

# BEVERAGE-DIGEST FUTURE SMARTS

FRIDAY DECEMBER 7, 2018  
CROWNE PLAZA TIMES SQUARE, NEW YORK



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# BEVERAGE-DIGEST FUTURE SMARTS

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## ABOUT THE EVENT

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This premier industry event will give attendees a comprehensive view of the most important developments of the past year and a road map for what's coming next year. Speakers include accomplished and knowledgeable experts from the most profitable non-alcoholic beverage market in the world.

**Insights:** C-Suite executives from leading companies within one of the world's fastest moving industries share insight into all aspects of the beverage market and the companies that drive it forward. The world's best beverage analysts share data and analysis to help boost your edge.

**Networking:** Our one-day conference brings together leading franchise company and bottler executives, suppliers and customers, equity analysts and investment bankers, industry observers and major media professionals for networking that fosters meaningful business relationships and contact-building to help grow your business.

The program includes:

- Future growth challenges and opportunities
- Key market developments
- Financial performance
- The new generation of growth companies
- Beverage Digest Awards

## SPEAKER PANEL

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BEVERAGE-DIGEST

*The Coca-Cola Company*



DIRTY LEMON™



The Healthy Hydration Company™



PEPSICO



PureCircle  
Everything stevia



*Coca-Cola*  
SWIRE COCA-COLA USA

## ABOUT BEVERAGE DIGEST

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Beverage Digest is the authoritative source on news and trends for the non-alcoholic beverage industry. We help industry executives – including distributors, retailers, suppliers and analysts – understand the evolving competitive and regulatory landscape so they make the best decisions for their businesses. Our newsletter tracks developments and industry data on the full range of non-alcoholic beverage brands from soft drinks to emerging functional drinks. Other products include a comprehensive annual Fact Book, distribution system maps and category reports. Executive Editor Duane Stanford is a news veteran who has covered the global beverage industry since 2006.



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- 09.00 **Welcome**  
Duane Stanford, Executive Editor of **Beverage Digest**
- 09.15 **The Discipline of Growth**  
Francisco Crespo, SVP, Chief Growth Officer at **The Coca-Cola Company**
- 09.45 **Inspiring Good Health for Families, Communities and the Planet**  
Fernando Mercé, President and CEO of **Nestlé Waters North America**
- 10.15 **WALL STREET PANEL**  
**Comment and Insight from Leading Analysts**  
Judy Hong, Managing Director of Global Investment Research Division at **Goldman Sachs**  
Carlos Laboy, Managing Director, Global Beverage Sector Head at **HSBC**  
Caroline Levy, Senior Analyst – Beverages at **Macquarie Group**
- 11.15 Refreshments
- 11.45 **View from the Top: 40 Years of Change**  
Muhtar Kent, Chairman of the Board of Directors of **The Coca-Cola Company**
- 12.15 **Challenges of an Expanding Bottler in the Coca-Cola System**  
Jack Pelo, President and CEO at **Swire Coca-Cola**
- 12.45 **Unlocking the Door to 80 Million Daily Purchase Occasions**  
Hal Kravitz, Chairman and President of **Certified Management Group**  
Pete Slauer, Chief Operating Officer of **Certified Management Group**
- 1.10 Lunch
- 2.30 **Stevia Innovation Leadership**  
Magomet Malsagov, CEO of **PureCircle**
- 2.45 **North American Coffee Partnership: Driving Growth through Leadership**  
Bryan Welsh, Vice President and General Manager of **Pepsi-Starbucks North American Coffee Partnership**
- 3.15 **Building a Winning Non-Alcohol Sales Strategy**  
Randy Ornstein, Vice President of Beyond Beer, **Anheuser-Busch**
- 3.45 Refreshments
- 4.00 **Pioneering Conversational Commerce (C-commerce) to Disrupt Traditional Retail**  
Zak Normandin, CEO of **DIRTY LEMON**
- 4.25 **Closing the Loop on Sustainable Packaging**  
Kate Daly, Executive Director of Center for the Circular Economy at **Closed Loop Partners**
- 4.50 **Cannabis-Infused Beverages Unpacked**  
Michael Lorelli, Board Director of **Cannabiniers**  
Timothy Walters, Chief Operations Officer of **Lighthouse Strategies**
- 5.15 Networking break
- 5.30 **Beverage Digest Awards Ceremony**
- 6.00 **Cocktail reception**
- 6.45 Close



# BEVERAGE DIGEST AWARDS



Beverage Digest has monitored the pulse of the non-alcoholic drinks industry for 35 years. Now its first ever awards program, open to all who contribute to the vibrant North American Industry, is focusing that experience on the innovators who help make this industry so dynamic.

The expert panel of judges – some of the smartest in the business – have selected the best of the best in beverage design, formulation, technology, marketing and packaging. The winners will be announced at Future Smarts.

## CATEGORIES

- Best Low/No Sugar Drink
- Best Premium Drink
- Best Functional Drink
- Best Packaging Design
- Best Label Design
- Best Technology Innovation
- Best Marketing or Social Media Campaign
- Best New Brand/Brand Extension *sponsored by CMG*
- Best New Drink Concept

## THIS YEAR'S ENTRANTS INCLUDE



Headline sponsor



Category sponsor



## ABOUT ZENITH GLOBAL

Recognized since the 1990s as Europe's leading drinks consultancy, Zenith Global has over 1,000 clients across more than 50 countries. The company's main activities involve comprehensive market analysis, strategic and commercial advice, transaction and technical consulting projects, information services, trade journals and event organization. With over 40 staff based in the World Heritage City of Bath, Zenith Global also has regional representation in numerous other countries, including the United States, following its acquisition of Beverage Digest in 2015.

