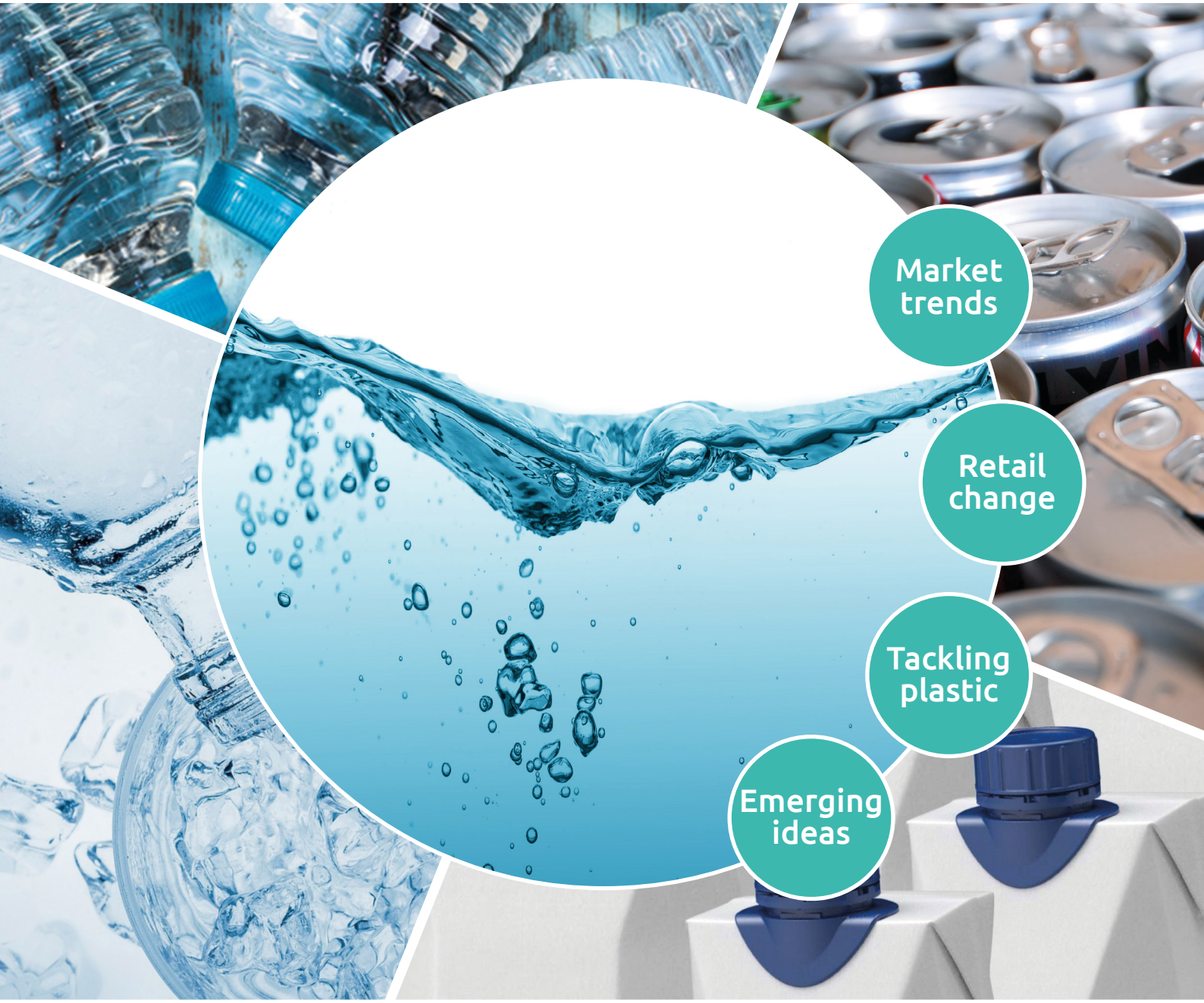
zenith

27th UK Bottled Water Conference

12 March 2019, London

Thirst for growth



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British Soft Drinks Association

Natural Hydration Council

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2019 UK BOTTLED WATER CONFERENCE

THE EVENT

The UK bottled water market has grown beyond imagination since the first industry event in 1992, under a halo of healthy convenience.

With a theme of 'Thirst for growth', this 27th annual conference will focus on the new challenges facing business leaders, from consumer shopping and added product functionality to concerns over plastic and sustainability.

Delegates will hear from established companies as well as other experts and innovators on: market, consumer and retail trends; tackling the big environmental questions; and the latest in innovation including enhanced and functional waters.

Programme highlights include:

- Market overview from **Highland Spring, Kantar** and **Zenith Global**
- Brand building insights from **Danone** and **Nestlé**
- Sustainability solutions from **CISL**, **Coca-Cola**, **Ecosurety**, **NHC**, **Tetra Pak, WRAP** and **WWF**
- Retailer perspectives from **Greggs** and **Tesco**
- Innovation opportunities from **ACTIPH Water** and **Radnor Hills**
- New entrepreneurs **Rejuvenation Water, Tudor Drinks** and **Waterbomb**.

A display area will offer brand companies the opportunity to showcase their bottled water drinks in our **'Chiller Corner'**, which provides allocated shelf space in display fridges for all attendees to discover and taste. New businesses will gain valuable and constructive feedback first hand from industry experts and peers.

SPEAKERS

TUESDAY 12 MARCH

07.30 Registration

BREAKFAST BRIEFING

08.00 **Making Extended Producer Responsibility more effective**
Panel discussion with
James Piper, Chief Executive Officer of **Ecosurety**
Paul Rhodes, Safety, Health and Environment and External Affairs Manager for **Greggs plc**
Paula Chin, Sustainable Material Specialist at **World Wildlife Fund**

08.45 Refreshment break

MARKET OVERVIEW

09.00 **2018 UK market developments and 2019 outlook**
Simon Johnson, Insight & Advisory Director at **Zenith Global Ltd**

09.15 **Changing consumer and retail landscape**
Sara Royo Alcalde, Strategic Insight Director for **Kantar Worldpanel**

09.30 **Achieving maximum household penetration**
Simon Oldham, Chief Commercial Officer of **Highland Spring Group**

09.45 Questions and discussion

10.00 Hydration break and networking
Water tasting with **WET Water Enhancing Technologies Beverage**

THIRST FOR GROWTH

TUESDAY 12 MARCH

BUILDING BRANDS

10.45 **Beyond simple hydration – exciting and energising consumers about healthy hydration**
Michel Beneventi, Managing Director of **Nestlé Waters UK**

11.00 **Leading the way internationally**
Gemma Morgan, Marketing Manager – Evian and Badoit at **Danone Waters UK & Ireland**

11.15 Questions and discussion

TACKLING PLASTIC

11.30 **Tackling plastic by focusing on consumer behaviour**
Rachel Gray, Behaviour Change Manager at **WRAP**

11.45 **Sensible approaches to eliminating plastic packaging waste**
Eliot Whittington, Director of Policy at **Cambridge Institute for Sustainability** and Director of **The Prince of Wales's Corporate Leaders Group**

12.00 **Cartons as a sustainable opportunity for growth**
Lyndsay Loyden Edwards, Key Account Director at **Tetra Pak**

12.10 Questions and discussion

12.30 **Networking lunch**

DEPOSIT RETURN SCHEMES

13.45 **Ensuring a deposit return scheme works for everyone**
Nick Brown, Head of Sustainability for **Coca-Cola European Partners**

14.00 **Scottish deposit proposals and implications**
Bryan McCluskey, Circularity Director of **Natural Hydration Council**

SUSTAINABILITY PANEL

14.15 **Panel discussion** with
James Bull, Head of Sustainability at **Tesco**
Nick Brown, Head of Sustainability for **Coca-Cola European Partners**
Bryan McCluskey, Circularity Director of **Natural Hydration Council**

INNOVATION OPPORTUNITY

14.45 **Water with added energy**
Chris Sanders, Sales Director of **Radnor Hills Water**

15.00 **Alkaline ionised water**
Jamie Douglas-Hamilton, Founder and Director of **ACTIPH Water**

15.15 Questions and discussion

15.30 Rehydration break and networking

NEW ENTREPRENEURS

16.00 **FACT in cans using blockchain to deepen consumer connection**
Oliver Bolton, Founder and Managing Director of **Almond and Waterbomb Ltd**

16.10 **Infusing water with Loveau**
Simon Green, Partner and Commercial Director of **Tudor Drinks**

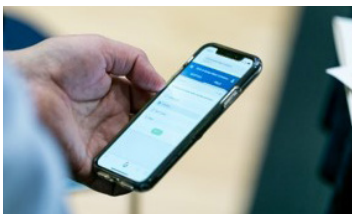
16.20 **Stress relief water**
Kris Ingham, Founder of **Rejuvenation Water**

16.30 Questions and discussion

17.00 **Drinks reception**

18.00 Close

Programme correct as at 6 March 2019



ZENITH GLOBAL BOTTLED WATER REPORTS

2019 UK BOTTLED WATER REPORTS – AVAILABLE NOW

Packed with in-depth market data and comprehensive insights, Zenith Global's UK Bottled Water Reports offer an unparalleled analysis of the UK's packaged water sector. In its 28th edition, three reports are available, covering the UK plain packaged water market, the water plus drinks market and the consolidated water drinks market.

Each report investigates all significant factors shaping the market, providing detailed insights on production/imports/exports, water types, industry structure, segment dynamics, packaging, distribution, consumer behaviour, socio-economic and socio-demographic trends, leading companies and brands.

Full market and segment totals - including packaging, distribution and water types - are provided, with volume data from 2013 through to 2023 forecasts and value data to 2018. Analysis of the competitive landscape is also provided, including leading company and brand volume sales at both full market and segment level, paired with detailed company profiles.

GLOBAL PREMIUM BOTTLED WATER REPORT

This 7th annual edition provides key information on developments and trends in the global premium packaged water sector with an in-depth analysis of five key markets: China, Japan, UAE, UK and USA.

GLOBAL ALKALINE WATER REPORT

A comprehensive analysis of the current market trends and key themes driving growth, featuring essential volume and value data, with forecasts to 2023.

Find out more at **www.zenithglobal.com/reports_data** or scan the QR code

16TH GLOBAL BOTTLED WATER CONGRESS

8-10 OCTOBER, DUBAI

Following last year's hugely successful event at Evian, attended by industry leaders from all round the world, the 2019 Global Bottled Water Congress moves to the Middle East as Dubai gears up for Expo 2020.

Delegates will hear from top international and regional brands on market and strategic developments, as well as from other innovators and entrepreneurs helping to shape future market growth. There will also be visits to the new production facilities of Mai Dubai and PepsiCo partner Dubai Refreshments as well as a gala awards dinner and extensive networking opportunities.

Register your interest today at **www.zenithglobal.com/events**

ABOUT ZENITH GLOBAL

Recognised 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 insights, strategic and commercial advisory services, financial and technical consulting projects and live events. 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, and Latin America.

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