



BEVERAGE-DIGEST FUTURE SMARTS

DECEMBER 9, 2019

CROWNE PLAZA TIMES SQUARE, NEW YORK

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BEVERAGE-DIGEST



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BEVERAGE-DIGEST FUTURE SMARTS

ABOUT THE EVENT

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 the most 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



ABOUT BEVERAGE DIGEST

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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MONDAY DECEMBER 9, 2019

9.00	Welcome Duane Stanford, Executive Editor of Beverage Digest	<i>Broadway Ballroom</i>
	DISTRIBUTION: View From Leading Industry Bottlers	
9.15	Commitment Beyond Borders: Arca's Coca-Cola Southwest Journey Arturo Gutiérrez Hernández, Chief Executive Officer of Arca Continental	
9.40	Managing Choice Matthew Dent, President and Chief Operating Officer of Buffalo Rock	
10.05	The Benefits of Scale Bill O'Brien, Chief Executive Officer of Reyes Coca-Cola Bottling	
	INNOVATION: View From the Front Line	
10.30	Spotting a Winner Tom Burkemper, Senior Director - DMM Beverages and Fresh Foods for Walgreens Danny Stepper, CEO and Co-founder of L.A. Libations	
11.10	Refreshments	<i>Atrium</i>
	WALL STREET: Insight From Leading Beverage Financial Experts	<i>Broadway Ballroom</i>
11.40	Deals – Interview Andrew Conway, Vice Chairman - Global Consumer Products Investment Banking for Credit Suisse	
12.05	Analysis – Panel Discussion Caroline Levy, Strategy Advisor Nik Modi, Consumer Staples Analyst at RBC Capital Markets	
12.50	The State of Stevia Magomet Malsagov, CEO of PureCircle	
1.05	Lunch	<i>Times Square Ballroom</i>
	POLICY: View From The Hill	
2.20	The Power of Alignment: Working Together on Better Way Solutions Katherine Lugar, President and CEO of the American Beverage Association	<i>Broadway Ballroom</i>
	GROWTH: View From the C-Suite	
2.45	The New Challenger in the Beverage Industry Derek Hopkins, Chief Commercial Officer of Keurig Dr Pepper	
3.15	Creating Long-Term Value Through Sustainable Growth James Quincey, Chairman and CEO of The Coca-Cola Company	
3.45	A Functional Discovery for Soft Drinks Prof. Edward Lynch, Director and Chairman of the Scientific Advisory Board for WET Group (Beverages)	
3.55	Refreshments	<i>Atrium</i>
	HORIZONS: View of What's Next	<i>Broadway Ballroom</i>
4.25	Beverage Digest Awards Ceremony	
4.40	Building Brands That Matter Yumi Clevenger-Lee, Executive Vice President and Chief Marketing Officer of Nestlé Waters North America	
5.05	Cannabis Beverage: The Realities of a \$2B Opportunity Adam Stites, Founder and CEO of Mirth Provisions	
5.30	PepsiCo's Journey Toward a More Sustainable Future Simon Lowden, Chief Sustainability Officer of PepsiCo	
6.00	Cocktail reception	<i>Atrium</i>
6.45	Close	

BEVERAGE DIGEST AWARDS



Beverage Digest has monitored the pulse of the non-alcoholic drinks industry for 35 years. Now its 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 Functional Drink
- Best Low/No Sugar Drink
Sponsored by WET Group (Beverages)
- Best Premium Drink
- Best Technology Innovation
Sponsored by PureCircle
- Best Packaging Design
- Best New Drink Concept
- Best Label Design
- Best Marketing or Social Media Campaign
Sponsored by Reflective Shopper Worldwide
- Best New Brand/Brand Extension

THIS YEAR'S ENTRANTS INCLUDE



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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.

