

## **NON-ALCOHOLIC BEVERAGE STRATEGIES CONFERENCE 2024**

*Analysing the biggest trends and growth strategies in non-alcoholic beverages*

21st-22nd Feb 2024, Barcelona

Returning for its 11th year, the Non-Alcoholic Beverage Strategies Conference will host this industry leading in-person event at a top venue in Barcelona. Our distinguished speakers will discuss the latest trends in key categories to help brands meet rapidly changing consumer demands.

Leading brands will share strategic insights on the following themes:

- Consumer trends and preferences in key European markets
- Recent category innovations: soft drinks, juices, smoothies, water and energy drinks
- The latest developments in low and no alcoholic spirits, beers and cocktails
- Financial industry insights into emerging markets and growth opportunities
- Examples of sustainability initiatives implemented by leading brands
- How brands are dealing with key market challenges
- Recent advancements in packaging solutions and recycling initiatives
- On-trade and off-trade trends
- Innovations in flavours, additives and functional ingredients
- Digital technologies and strategies that enhance customer engagement
- Social drinking occasions and the growth of state of mind drinks

Meet Founders, CEOs, Managing Directors, Commercial Directors, Heads of R&D and Global Expansion and many more from some of the biggest brands in the industry as well as the most exciting disruptive start-ups at this cutting edge conference that will better prepare you for the rapidly evolving beverage landscape.

## DAY ONE

08:15 Registration and refreshments

08:50 Chair's opening remarks

09:00 **Keynote: How beverages are evolving to meet the needs of the modern consumer**

- What is driving the shift in consumer preferences?
- Analysing consumer demand for key categories
- Reviewing which categories have performed the best
- Future outlook - how will key categories evolve to meet consumer needs

09:30 **Innovation in stevia ingredients: Making beverages healthier, delicious and sustainable**

- Delivering a new generation of great stevia taste: exploring the latest in flavor modifiers, sweeteners and integrated solutions
- Meeting consumer demand for healthier low and no sugar beverages
- Beat the competition with a high-quality product: Understanding the importance of non-GMO and minimal processing
- Customer success stories: showcasing how leading brands are utilizing innovative stevia ingredients
- Protecting the environment through sustainable farming and manufacturing

10:00 **The latest consumer trends and preferences in non-alcoholic beverages**

- Understanding the consumer mindset - Eastern Europe versus Western Europe
- Consumer trends and preferences in the Middle East
- Forecasted growth of low and non-alcoholic spirits, beers and RTD cocktails
- Recent boom in plant based drinks
- How has the consumer purchasing habits evolved - on versus off trade?

10:40 Morning refreshments

## Split Stream Sessions

*Delegates may choose which stream and presentation they would like to attend.*

Stream A: Non-alcoholic Beverages	Stream B: Non-alcoholic Beers, Spirits and Cocktails
<i>This stream will provide insights from traditional categories including soft drinks, fruit juice, smoothies, energy drinks, water and other key categories. Brands will share case studies on their latest products, consumer research and innovations.</i>	<i>This stream will explore the latest developments in non- alcoholic beers, spirits and cocktails. Brands will share case studies on their latest products, consumer research and innovations.</i>
<b>11:20 Innovations in the fruit juice category</b> <ul style="list-style-type: none"> <li>• How are low sugar juices performing?</li> <li>• Alternative products for the traditional consumer</li> <li>• Additional ingredients and potential health benefits</li> <li>• Latest trends in fruit juice flavourings</li> <li>• What consumers are looking for in this category</li> </ul>	<b>11:20 Analysing the growing demand for low alcohol beers (LABs)</b> <ul style="list-style-type: none"> <li>• Key drivers behind the recent rise in demand for LABs</li> <li>• Why both low and no alcohol beers is needed in the market</li> <li>• Potential for this category to grow worldwide</li> </ul>
<b>11:50 Colourings for beverages</b> <ul style="list-style-type: none"> <li>• Understanding how beverage selection is increasingly influenced by the colour</li> <li>• Make your beverages naturally attractive by using colours created entirely from fruits, vegetables and edible plants</li> <li>• Looking at recent applications in sparkling drinks, fruit juices, smoothies and water</li> </ul>	<b>11:50 Innovation in glass packaging</b> <ul style="list-style-type: none"> <li>• Why glass packaging is better at communicating a premium product</li> <li>• Is glass packaging a sustainable product?</li> <li>• The potential for recycling glass packaging</li> <li>• Enhancing the consumer experience through glass packaged premium products</li> </ul>
<b>12:20 Case study: Rio soft drinks Sunshine Sells campaign</b> <ul style="list-style-type: none"> <li>• Driving brand awareness</li> <li>• Encouraging retailers and wholesalers to engage with the brand</li> <li>• Rio soft drinks Sunshine Sells digital campaign</li> <li>• Future growth prospects for fruit carbonates and flavoured carbonates segments</li> </ul>	<b>12:20 How low and no alcohol beers meet the needs of health conscious consumers</b> <ul style="list-style-type: none"> <li>• Analysing modern consumers attitudes and preferences towards responsible drinking</li> <li>• Will consumers under the legal drinking age be able to drink no alcohol beers in the future?</li> <li>• Premiumisation – does consumer perception change when drinking low and no alcohol beers?</li> </ul>
12:50 Lunch and networking	12:50 Lunch and networking

<p><b>14:00 How soft drinks continuously innovate to appeal to consumers</b></p> <ul style="list-style-type: none"> <li>• Ensuring consumers stay engaged with your brand</li> <li>• How to reinvent a classic so that it continues to attract consumer's attention</li> <li>• Introducing new packaging and flavourings to revitalise a product and brand</li> <li>• Leveraging your sustainability initiatives to promote a clean green image</li> </ul>	<p><b>14:00 Case study: How a leading brand has successfully launched a non-alcohol version of their popular spirit</b></p> <ul style="list-style-type: none"> <li>• Identifying the need to have a non-alcoholic version of a top spirit</li> <li>• Ensuring the brand heritage and key values are communicated in the new product</li> <li>• Analysing social occasions and customer experiences</li> <li>• Reviewing customer feedback and commercial success</li> </ul>
<p><b>14:30 Recent advancements in PET plastic bottles</b></p> <ul style="list-style-type: none"> <li>• Understanding the pros and cons: how does PET bottles meet your sustainability goals</li> <li>• Manufacturing PET bottles in an environmentally friendly way</li> <li>• Recycling PET bottles and how they are perceived by consumers</li> </ul>	<p><b>14:30 Recycling in the closure industry</b></p> <ul style="list-style-type: none"> <li>• Transforming waste materials into new products and solutions</li> <li>• Creating new products that are environmentally friendly</li> <li>• End-of-life products: how bottle packaging can be reused in creative ways</li> </ul>
<p><b>15:00 Case study: What's new in energy drinks</b></p> <ul style="list-style-type: none"> <li>• Development of new flavours through new ingredients</li> <li>• Promoting health benefits – how to change the consumer mindset</li> <li>• The latest in zero sugar energy drinks</li> <li>• What new ingredients can we expect to see in future energy drinks</li> </ul>	<p><b>15:00 Key industry developments in non-alcoholic spirits and pre-mixed RTD cocktails</b></p> <ul style="list-style-type: none"> <li>• The introduction of The Adult Non-Alcoholic Beverage Association (ANBA)</li> <li>• How ready to drink RTD non-alcoholic cocktails fills a gap in the market</li> <li>• Meeting the demand for home-made cocktails</li> <li>• Are RTD cocktails all about convenience, are there other factors driving demand?</li> </ul>

15:30 Afternoon refreshments and networking

**16:00 Delivering high-quality taste, texture and health to the modern consumer**

- The latest in high-quality nutrients: advancements in custom nutrient premixes, blends, and functional ingredients
- Creating a product that represents your brand: Utilizing customized ingredients and color-matching solutions
- Functional ingredients that consumers recognize and perceive to be healthy:
  - vitamins, minerals, amino acids, specialty proteins and more
- Customer success stories: Innovative nutritional ingredients being utilized in sports drinks, energy drinks, water and juices
- Innovative labelling: ensuring recognizable healthier ingredients

**16:30 Low and no sugar beverages**

- How consumers are limiting and avoiding sugars in their diet
- Water versus caloric beverages
- Recent boom in selection of sparkling and still flavoured waters
- Latest study showing consumers are craving change

**17:00 Identifying emerging markets and growth opportunities**

- Identifying the fastest growing beverage markets
- Analysing key consumer trends that are driving growth
- How the industry is restructuring through acquisitions, mergers and collaborations
- What's the next big trend in non-alcoholic beverages

**17:30 Panel discussion: Dealing with key market challenges**

- The effect of the energy crises on businesses
- Supply chain challenges
- Availability of materials
- Dealing with rising cost of materials
- Rising prices versus pressure from retailers for ever lower prices
- How is inflation affecting consumer spending?

18:00 Chairman's closing comments

18:10 Drinks reception

## **DAY TWO**

08:15 Registration and refreshments

08:50 Chair's opening remarks

**09:00 Keynote: Digital strategies - connecting with a new generation of consumers**

- Understanding the business case behind a strong digital strategy
- Digital platforms that have performed best connecting with modern consumers
- Communicating core brand values on digital platforms
- Converting digital marketing campaigns to sales – best practice strategies to monitor campaigns

**09:30 Setting new standards for energy efficiency, sustainability and product quality with UV-light**

**10:00 Panel discussion: Initiatives implemented by brands to tackle the sustainability challenge**

- Sustainability and recycling initiatives undertaken by leading brands
- Ensuring a circular supply chain: how are brands recycling and reusing materials?
- Understanding how a brands sustainability credentials influences consumer decision making
- Meeting legal requirements in different markets and regions

10:40 Morning refreshments and networking

**11:20 Speaker hosted roundtables**

*Interactive roundtable sessions offer a unique opportunity to come together with your peers to share best practice and develop solutions to critical challenges facing the industry as a whole. Hosted by industry experts and each focused on a single issue, roundtables are an exciting, interactive way to build your personal network and learn from the experience and expertise of others.*

*Each roundtable session lasts for 45 minutes and delegates may attend up to 2 roundtables.*

## **1. Stevia Innovation in Non-alcoholic Drinks**

Explore the potential of plant-based stevia flavour modifiers, sweeteners and integrated solutions. Learn how stevia delivers deep sugar reduction across product categories.

## **2. Consumer Engagement Through New Digital Technologies**

Digital recognition technologies such as QR codes and NFC tags can be applied to reusable water bottles or glasses and used as powerful marketing and business management tools. By analysing consumption data, brands can benefit from greater efficiency in system management.

## **3. Eco-Packaging Innovations**

Brands are switching to more sustainable and eco-friendly packaging to ensure they meet consumer demand for sustainable products. Innovation in low carbon packaging is key to helping brands lower their carbon footprint. Learn about the latest innovations in eco-packaging, the future of sustainable packaging and the technologies that are helping brands make a positive and definitive change to its carbon footprint.

12:50 Lunch and networking

**13:50 Case study: Key findings from a recent global consumer study**

- Studying consumer actions versus consumer feedback
- Understanding how data on consumer actions can be a powerful insight into consumer preferences
- Unlocking the power and potential of behavioural science
- Key findings from consumer behaviour

**14:20 Innovations in flavour and specialty ingredients**

- Exploring innovative new ingredients for non-alcoholic beverages
- Unique and differentiating tastes and scents that delight consumers
- What's new in aroma chemicals
- New natural botanical extracts
- Advancements in citrus flavours

**14:50 Botanical and functional drinks: A new evolution of drinks**

- Exploring how botanicals, such as lavender, hibiscus, elderflower, have become mainstream in the beverage industry (soft drinks, CBD beverages, mocktails, non-alcoholic spirits, etc.) and assessing their commercial potential
- Analysing how different floral/fruit/spice/herb flavourings appeal to consumers' curiosity and have seen an increase in consumer consumption
- Investigating how botanicals together with advancements like natural sugar reduction technologies can help consumer demands for healthier and more natural products

15:20 Afternoon refreshments and networking

**15:50 Panel discussion: Crystal ball gazing – the future of state of mind drinks**

- Exploring consumer's demand for state of mind drinks:
  - Relax
  - Focus
  - Energy
  - Mood
  - Productivity
- How functional drinks promote health – functional drinks innovations
- Latest developments in nootropics
- Consumer demand for key ingredients: Caffeine, sugar, botanicals, CBD, BCAA amino acids and others

16:30 Chairman's closing comments

16:40 End of conference