



# Just Drinks Presents: The 25th Annual International Beer Strategies Conference 2023

Melia Berlin, Germany

Luitpold Prinz von Bayern, Chairman of the Bavarian Family  
Entrepreneurs / Managing Partner of König Ludwig  
International  
Adrian Klie, CEO Germany, Brewdog  
Dave McCarthy, Vice President, White Claw, Mark Anthony  
Brands International  
Alison Falconer, Global Consumer Planning Director,  
Guinness and Beer, Diageo  
Beata Neubauer, Vice President Strategic Marketing, König  
Ludwig International GmbH & Co.KG  
Martina Schmidt, Group Innovation Director, Asahi Europe &  
International  
Zuzana Heleyová, Group Strategy Planning and Insights  
Director, Asahi Europe & International  
Gareth Morgan, Global Marketing Manager, Peroni Nastro  
Azzurro Partnerships  
Christopher Granville, Managing Director, Global Political &  
Policy Research, GlobalData.TS Lombard  
Fried Heye Allers, Public Affairs Manager, AB InBev  
Marius Horbačauskas, CEO, Volfas Engelman

Bruno Lopes, Head of Marketing, Super Bock  
Joana Queirós, Head of Innovation, Super Bock  
Henrik Kihlberg, CEO, Nils Oscar  
Katherina Kurz, Founder, BRLO  
Carlos de la Barra, Head Brewer & Wine Maker, Beer52  
Erik Sahlin - Owner and Director of Operations - Sahlins  
Bryggghus  
Rob Fink – Founder - Big Drop Brewing Co  
Aaron Smedley, Head of Marketing & DTC, Nirvana Brewery  
Sarah Drummond, Co-Founder, Drop Bear Beer Co.  
Gareth Jones, Operations & Commercial Director, Glass  
Technology Services Ltd  
Daniel Capon, Food & Drink Lead, Glass Technology  
Services Ltd  
Johnny Johnson – Founder – UNLTD.  
Chair: Kevin Baker, Head of Global Beer & Cider Research,  
GlobalData  
Chair: Mark Dempsey, Senior Consulting Director, GlobalData  
Chair: Dean Best, Managing Editor, Just Drinks and Just Food

[Register today](#)

BEER TOUR with BrewDog Brewery, Berlin  
 10<sup>th</sup> OCTOBER 2023  
 1<sup>st</sup> Tour 3pm  
 2<sup>nd</sup> Tour 5pm



International Beer Strategies Conference Day 1 Wednesday 11 <sup>th</sup> October 2023	
08:00	Registration and refreshments
08:45	Chair's opening remarks <b>Kevin Baker, Head of Global Beer &amp; Cider Research, GlobalData</b>
09:00	<b>Keynote</b> <b>Making Beer Future Fit for Smaller &amp; Midsized Beer Brands</b> <ul style="list-style-type: none"> <li>• Family enterprise – the German success model</li> <li>• Breweries in the hands by SME vs. global players</li> <li>• Identifying the differences of their</li> <li>• ethical, social and economic responsibilities</li> <li>• Exploring the importance of brands in family steered enterprises</li> <li>• Challenges, risks and advantages</li> </ul> <b>Luitpold Prinz von Bayern, Chairman of the Bavarian Family Entrepreneurs / Managing Partner of König Ludwig International</b>
09:30	<b>Marrying Flavour with Format</b> <ul style="list-style-type: none"> <li>• Finding new ways to bring beer to the world to modernise the industry</li> <li>• Looking at new consumer experiences to create a model that can reach a wider audience</li> <li>• Understanding the consumer to create format options that cater to new-age needs</li> </ul> <b>Reserved for Sponsor</b>
10:00	<b>The Birth of the 4<sup>th</sup> Category: The Rise of Flavours</b> <ul style="list-style-type: none"> <li>• Understanding the growing demands for RTD adult beverages to cash in on newly appearing categories</li> <li>• Identifying the factors behind drinking trends that spread from the US globally and the role that hard seltzer plays</li> </ul>

	<ul style="list-style-type: none"> <li>Exploring developments in flavour innovation and RTD presentation to tap into the convenient drinking occasion</li> </ul> <p><b>Dave McCarthy, Vice President, White Claw, Mark Anthony Brands International</b></p>	
10:30	<p><b>Beer Unleashed: Embracing Consumer Trends and Shaping Future Consumption</b></p> <ul style="list-style-type: none"> <li>Navigating consumer behaviours and trends in the ever-Changing beer industry landscape to understand where to focus and pivot</li> <li>Unveiling the diverse palates across the globe to understand consumer demands across generations and borders</li> <li>Harnessing consumer attitudes as a compass for uncovering untapped growth opportunities and leveraging consumer insights to drive product innovation, marketing strategies, and expand market reach</li> <li>Navigating consumer reactions to price increases and inflation</li> </ul> <p><b>Kevin Baker, Head of Global Beer &amp; Cider Research, GlobalData</b></p>	
11:00	<p><b>Morning refreshments and networking</b></p>	
	<p><b>Stream A</b>  <b>Marketing &amp; Growth</b>  <b>Chaired by Kevin Baker, Head of Global Beer &amp; Cider Research, GlobalData</b></p>	<p><b>Stream B</b>  <b>Emerging Trends in No &amp; Low</b>  <b>Chaired by Mark Dempsey, Senior Consulting Director, GlobalData</b></p>
11:30	<p><b>Beer &amp; Society 2030 Progression:</b></p> <ul style="list-style-type: none"> <li>Understanding Diageo’s commitments on Sustainability, Positive Drinking and Equality to help reshape our beer business and make it fit for the future.</li> <li>Spotting unique opportunities for market growth to tap into prosperous trends</li> <li>Creating unique beer brands for the future</li> </ul> <p><b>Alison Falconer, Global Consumer Planning Director, Guinness and Beer, Diageo</b></p>	<p><b>How Low and No Alcohol Beers meet the needs of health-conscious consumers</b></p> <ul style="list-style-type: none"> <li>How no and low can support consumer needs for moderation and healthy lifestyle to create a portfolio around well-being</li> <li>How the perception of non-alcoholic beers has changed over the last 10 years and identifying the drivers (case studies from CEE markets)</li> <li>Exploring premiumization through no and low alcohol beers to understand pricing and positioning</li> </ul> <p><b>Martina Schmidt, Group Innovation Director, Asahi Europe &amp; International &amp; Zuzana Heleyová, Group Strategy Planning and Insights Director, Asahi Europe &amp; International</b></p>
12:00	<p><b>To Bottle or Not to Bottle? That is the Question</b></p> <ul style="list-style-type: none"> <li>Discussing the changing formats of beer to understand its impact on the industry</li> <li>Exploring the rise of canned beer and the decline of bottled beer to understand the format of the future</li> <li>Looking at packaging strategies from past, present to predict packaging formats of the future</li> </ul>	<p><b>A better journey for your beer – Reduce costs and CO2 emissions with beer concentrate</b></p> <ul style="list-style-type: none"> <li>Remove pure water in beer before transportation, cut fluctuating transport cost and emissions by up to 80%</li> <li>Profitably expand new product development and market reach</li> </ul>

	<ul style="list-style-type: none"> <li>Adapting to changing consumer preferences to be able to cater to their needs through packaging</li> </ul> <p><b>Gareth Jones, Operations &amp; Commercial Director, Glass Technology Services Ltd</b>  <b>Daniel Capon, Food &amp; Drink Lead, Glass Technology Services Ltd</b></p>	<p>through cost-effective transport of concentrated beer</p> <ul style="list-style-type: none"> <li>Diminish investment barrier in non-alcoholic beer production through cost-effective global bulk transport from an existing production site</li> </ul> <p><b>Maria Lindmark, Revos Business Director, Alfa Laval</b></p>
12:30	<p><b>Super Bock Sky: the first refreshing light Beer in Portugal</b></p> <ul style="list-style-type: none"> <li>How Super Bock adapts Portfolio Strategy to consumer needs;</li> <li>How Innovation process helped to speed up this launched;</li> <li>Feedback and Learnings for the future</li> </ul> <p><b>Bruno Lopes, Head of Marketing, Super Bock and Joana Queirós, Head of Innovation, Super Bock</b></p>	<p><b>PANEL:</b>  <b>Raising the Bar: The Next Frontier for No and Low Alcohol Beer</b></p> <ul style="list-style-type: none"> <li>The no and low boom is giving way to more adult-drinking experiences, how does this affect the beer drinking adult experience?</li> <li>How is the growth in no and low draft expected to affect the beer industry as a whole and what can be done to share the market more effectively?</li> <li>What are the future predictions for 0.0% beer and how do you expect the split between non-alcoholic only brands and the top players expanding their market to play out?</li> <li>What's next for product innovation and technology implementation within the low and no alcohol segment?</li> </ul> <p><b>Chair: Dean Best, Managing Editor, Just Drinks and Just Food</b>  <b>Sarah Drummond, Director of Finance &amp; Operations, Drop Bear Beer Co.</b>  <b>Rob Fink, Big Drop Brewing</b>  <b>Aaron Smedley, Head of Marketing &amp; DTC, Nirvana Brewery</b>  <b>Martina Schmidt, Group Innovation Director, Asahi Europe &amp; International</b></p>
13:00	Networking lunch	
	<p><b><u>Stream A</u></b>  <b>Marketing and Growth</b>  <b>Chaired by Kevin Baker, Head of Global Beer &amp; Cider Research, GlobalData</b></p>	<p><b><u>Stream B</u></b>  <b>Emerging Markets &amp; Trends</b>  <b>Chaired by Mark Dempsey, Senior Consulting Director, GlobalData</b></p>
14:00	<p><b>The 'New Macro Supercycle': What it means for the beer industry</b></p> <ul style="list-style-type: none"> <li>A rare turning point for the world economy is nigh</li> </ul>	<p><b>The Canvas &amp; The Can: The Dynamic Shifts in Beer Consumption</b></p>

	<ul style="list-style-type: none"> <li>• A higher-pressure economy will mean stronger consumer purchasing power</li> <li>• But the drivers of this hotter demand – demography, climate, geopolitics – will also squeeze margins amid higher and more volatile inflation</li> <li>• Key mitigators are concentration in local markets and smart product/brand portfolio balance</li> </ul> <p><b>Christopher Granville, Managing Director, Global Political &amp; Policy Research, GlobalData.TS Lombard</b></p>	<ul style="list-style-type: none"> <li>• Looking at how beer consumption has shifted to understand changes and adaptations that need to be made in beer</li> <li>• Considering the shifts in consumer habits to understand the newly seen decisions being made by breweries</li> <li>• Analysing the success and challenges of the brew pub model to adapt to new consumer behaviours</li> <li>• Spotting trends across Europe when it comes to new ways to reach the beer enthusiast</li> <li>• Identifying ways beer is staying relevant through packaging and messaging to keep the consumer close to the brand</li> </ul> <p><b>Carlos de la Barra, Head Brewer &amp; Wine Maker, Beer52</b> <b>Henrik Kihlberg, CEO, Nils Oscar</b></p>
<p>14:30 Spotlight session</p>	<p><b>Sustainable Brewing Practices: The Rise of the Gypsy Brewery</b></p> <ul style="list-style-type: none"> <li>• Discussing the importance of sustainability with each brand to identify the areas of green focus to prioritise</li> <li>• Exploring innovative approaches to reducing water usage and carbon emissions</li> <li>• Sharing best practices for sourcing local and sustainable ingredients for a greener brewing industry</li> </ul> <p><b>Reserved for Bar. On</b></p>	<p><b>Brewing for Wellness: Exploring Functional Beers as the Next Frontier for Health-Conscious Consumers</b></p> <ul style="list-style-type: none"> <li>• Exploring the intersection of beer and wellness to cater to the growing demand for healthier beverage options</li> <li>• Understanding the changing mindset of the wellness movement to understand how functional meets the health-conscious consumer’s desires and needs</li> <li>• Highlighting the variety of functional ingredients used in brewing to understand how to showcase their potential benefits</li> <li>• Enhancing the beer drinking experience with functional ingredients to provide consumers with added value beverages</li> <li>• Analysing the future of functional in beer to understand the potential challenges and opportunities that lay ahead</li> </ul> <p><b>Reserved for Proexes</b></p>
<p>14:45</p>	<p><b>Brewing Success: Navigating International Markets and Building a Strong Brand Identity</b></p> <ul style="list-style-type: none"> <li>• Exploring strategies to expand into international markets</li> </ul>	<p><b>Brewing the future: Navigating the Non-Alcoholic Revolution in the Beer Industry</b></p> <ul style="list-style-type: none"> <li>• Exploring the current state and projected growth of no and low</li> </ul>

	<ul style="list-style-type: none"> <li>Identifying the importance of developing a strong brand DNA that aligns with the brewery’s values, visions and target market</li> <li>Exploring the role of brand messaging and values in capturing new market share and reconnecting with lost consumers</li> <li>Aligning brand values with the evolving consumer mindset</li> </ul> <p><b>Beata Neubauer – Vice President Strategic Marketing - KÖNIG LUDWIG INTERNATIONAL GmbH &amp; Co.KG</b></p>	<p>within the beer industry to predict consumer behaviour of the future</p> <ul style="list-style-type: none"> <li>Drawing insights from the tobacco industry’s shift towards reduced-risk products to understand the direction of alcohol</li> <li>Examining parallels between tobacco and alcohol industries and how the tobacco industry’s response to changing consumer preferences and regulations can inform strategies for the beer category</li> <li>Preparing for the rising demand of no and low beer options to be at the forefront of the zero-movement</li> <li>Embracing change in consumer behaviours to develop products that satisfy the new-age adult drinker</li> </ul> <p><b>Aaron Smedley, Head of Marketing &amp; DTC, Nirvana Brewery</b></p>
15:15	Afternoon refreshments and networking	
15:45	<p><b>PANEL: Flavour &amp; Flexibility From Craft Beer to Crafting a Diverse Portfolio</b></p> <ul style="list-style-type: none"> <li>Analysing the impact of the shifting beer and beverage market across Europe to identify pockets of opportunity</li> <li>Considering vertical integration of different beverage types to broaden your beer portfolio and overcome the challenges in craft</li> <li>Pivoting from craft beer to new SKUs to break through the market and the glass ceiling</li> <li>Understanding the “when” and the “why” to increase new product development to ensure budget and goals align</li> <li>Exploring flavours to develop a diverse beer portfolio that appeals to different markets</li> <li>Transitioning into RTDs, distilling and other beverage options to overcome the challenges in craft beer</li> </ul> <p><b>Erik Sahlin - Owner and Director of Operations, Sahlins Brygghus</b>  <b>Barry Butterfield, Owner, Sandford Orchards</b>  <b>John Gyngell, Founder, North Brewing</b></p>	
16:15	<p><b>Beer, Branding and Increased Business</b></p> <ul style="list-style-type: none"> <li>Understanding the key factors in messaging to create a brand of true integrity and strong market presence</li> <li>Highlighting the non-negotiables when it comes to building a brand of value, integrity and consumer affinity</li> <li>Identifying the key differences between the traditional beer brand and the “modern day” variety to understand how to speak to your ideal client</li> <li>Building visibility through presence and by leveraging “memorability” in order to build greater brand awareness</li> </ul> <p><b>Reserved for Vinhood</b></p>	
16:45	<p><b>PANEL:</b>  <b>Cracking the Global Code: What Really Makes a Beer Brand Global?</b></p>	

	<ul style="list-style-type: none"> <li>• Is it a One-Size-Fits-All? What are the essential decisions needed to successfully adapt to consumer behaviours and trends on a market-by-market basis?</li> <li>• Can we identify what the beer drinkers of today want when it comes to beer, on a global scale and how can we use the data to simplify plans to expand in beer?</li> <li>• How do we bring different cultures together through beer and what are the key indicators of “what’s next” in beer to crack the global code?</li> <li>• What does it really mean to beer brands to be a brand of the world and what does it take to get there?</li> <li>• How do you translate beer legacy across continents where beer is made locally to reduce production costs?</li> <li>• Does success lie in the positioning, marketing or differentiation factor?</li> <li>• What are the challenges when it comes to taking a beer to the global stage?</li> </ul> <p><b>Marius Horbačauskas, CEO, Volfas Engelman</b>  <b>Dave McCarthy, Vice President, White Claw, Mark Anthony Brands International</b></p>
17:30	Drinks Reception

International Beer Strategies Conference Day 2 Thursday 12 <sup>th</sup> October 2023	
08:30	Registration and refreshments
08:50	Chair’s opening remarks
09:00	<p><b>Time to act – five thesis on how climate change, AI, eroding political stability, new work &amp; social development will re-shape the beer industry!</b></p> <ul style="list-style-type: none"> <li>• 5 mega trends and 5 thesis how they will affect our industry</li> <li>• The key skills needed to master the new playing field</li> <li>• Opportunities to grab fast, making beer the spearhead of change</li> <li>• Why communication is the mega power to win</li> </ul> <p><b>Adrian Klie, CEO Germany, Brewdog</b></p>
09:30	<p><b>Regulation On tap: Navigating Regulatory Frameworks For Smooth Brewing</b></p> <ul style="list-style-type: none"> <li>• Exploring the challenges if navigating regulatory frameworks in the beer industry</li> <li>• Discussing the impact of trade agreements on the beer industry to understand how to overcome hurdles</li> <li>• Upcoming frameworks within the next 3 years</li> </ul> <p><b>Reserved for Sponsor</b></p>
10:00	<p><b>Interactive roundtable discussions</b></p> <p>Join us for a morning of interactive discussion and debate. This is your opportunity to select your area of interest and engage with fellow experts in the area.</p> <p>Topics for discussion:</p> <p>Topic 1 – Is No &amp; Low set to dominate the beer industry?  <i>Reserved for Sponsor</i></p> <p>Topic 2 – How is beer changing in terms of trade in 2023 and beyond?  <i>Reserved for Sponsor</i></p> <p>Topic 3 – Flavours and Function: Added value, added fun beer?  <i>Reserved for Sponsor</i></p>
11:45	Morning refreshments and networking

	<p><b>Stream A</b>  <b>NPD &amp; Innovation in Beer</b>  <b>Chaired by Kevin Baker, Head of Global Beer &amp; Cider Research, GlobalData</b></p>	<p><b>Stream B</b>  <b>Strategy through Digital &amp; Trade</b>  <b>Chaired by Mark Dempsey, Senior Consulting Director, GlobalData</b></p>
12:15	<p><b>Traditional flavour vs Fun and Funky</b>  <b>What does today's consumer really want from beer?</b></p> <ul style="list-style-type: none"> <li>• Exploring flavours in beer to create an exciting portfolio</li> <li>• Using NPD to attract the modern day drinker</li> <li>• Recognising the need to remain faithful to the classic beer flavour to stay true to category</li> <li>• Understanding the possibilities in beer to put beer back on the map</li> </ul> <p><b>Reserved for Speaker</b></p>	<p><b>Unleashing the Power: Global Partnerships and the Beer-Sponsorship F1 Case Study</b></p> <ul style="list-style-type: none"> <li>• Leveraging global partnerships to focus on building deeper connections with consumers through sport</li> <li>• Enhancing the beer drinking occasion by creating memorable experiences through experiential marketing</li> <li>• Diving into the successful partnership between beverage brands and F1 to analyse brand visibility and reach</li> <li>• Understanding the benefits of sport in Societal "downturns" to engage and uplift communities and drive positive brand sentiment</li> <li>• Discussing emerging trends in global partnerships for beer to identify opportunity to increase consumer interaction and brand storytelling</li> </ul> <p><b>Gareth Morgan, Global Marketing Manager, Peroni Nastro Azzurro Partnerships</b></p>
12:45 spotlight	<p><b>Bringing innovation into action: Getting products to market in record time</b></p> <ul style="list-style-type: none"> <li>• This case study will present techniques for successfully bringing product innovation to market. Investigating a novel concept generation model and advanced innovation calendar that will allow new products to reach the market in record speed.</li> <li>• Investigating the significance of following industry leaders and displaying a combination business model.</li> </ul> <p><b>Reserved for Siemens</b></p>	<p><b>Competitive growth strategies in beer: Diversifying distribution and sales</b></p> <ul style="list-style-type: none"> <li>• Using the shift to digital and direct to consumer in the pandemic to amplify market growth</li> <li>• Presenting growth strategies from new product launches, partnerships and collaborations to augment consumer bases and enhance market reach</li> <li>• Developing strategies to ensure differentiation and future readability</li> </ul> <p><b>Reserved for Sidel</b></p>
13:00	Networking lunch	
	<p><b>Stream A</b>  <b>NPD &amp; Innovation in Beer</b>  <b>Chaired by Kevin Baker, Head of Global Beer &amp; Cider Research, GlobalData</b></p>	<p><b>Stream B</b>  <b>Strategy through Digital, Presence &amp; Trade</b>  <b>Chaired by Mark Dempsey, Senior Consulting Director, GlobalData</b></p>
14:00	<b>PANEL:</b>	<b>Is it The End of the Brewery Dream? Strategic Business Structures from Brew to Bottle</b>



	<p><b>The Collaborative Effort, Yet Contradicting Methods in Brewing a Greener Future: Unveiling Sustainable Strategies in the Beer Industry</b></p> <ul style="list-style-type: none"> <li>• What are some key sustainability initiatives that your brand has implemented and how have they positively impacted your operations?</li> <li>• In a world with limited resources and an abundance of causes, how do you decide which sustainability priorities to focus on?</li> <li>• How do you engage with and educate consumers about your sustainability efforts?</li> <li>• Are consumers really aware of the sustainability efforts behind a brand and how does marketing influence their choices over facts?</li> <li>• If every brewer does sustainability differently, how can beer collaboratively make a bigger difference?</li> <li>• What is the impact on sustainability goals when it comes to on trade and off trade and are consumers aware of the role they play in this?</li> <li>• As the beer industry continues to evolve, what emerging sustainability trends do you foresee shaping the future of the industry?</li> </ul> <p><b>Beata Neubauer – Vice President Strategic Marketing - KÖNIG LUDWIG INTERNATIONAL GmbH &amp; Co.KG</b>  <b>Johnny Johnson – Founder – UNLTD.</b>  <b>Fried Heye Allers, Public Affairs Manager, AB InBev</b></p>	<ul style="list-style-type: none"> <li>• Considering smart business structures to grow the brand and increase market share</li> <li>• Opening doors to different practices to make way for growth and success on smaller margins</li> <li>• Analysing strategic options to reach goals and benefit the bottom line</li> <li>• Leveraging third parties to grow and scale</li> <li>• Deciding on the best direction to take the brand without losing its legacy and consumer loyalty</li> </ul> <p><b>Rob Fink, Founder, Big Drop Brewing</b></p>
14:30	<p><b>Activating Ingredients in Beer</b></p> <ul style="list-style-type: none"> <li>• Focussing on beer that has added value to provide the health-conscious consumer with more</li> <li>• Creating exciting products with active ingredients to tap into new opportunities</li> </ul> <p><b>Reserved for Simatec</b></p>	<p><b>Crisis Management in Beer</b></p> <ul style="list-style-type: none"> <li>• Exploring the challenges of managing a crisis in the beer industry, such as a product recall or negative publicity.</li> <li>• Discussing best practices for discussing solutions with teams and stakeholders</li> </ul> <p><b>Reserved for Vetropak</b></p>
15:00	<p><b>Is Beer Anti-Innovation? The Evolution of Trappist Brewing</b></p>	<p><b>Breaking Stereotypes and Navigating New Norms</b></p>

	<ul style="list-style-type: none"> <li>• Respecting traditions in beer without falling behind in the times to stay relevant</li> <li>• Looking at innovations and adaptations in trappist brewing to adapt to evolving consumer preferences</li> <li>• Experimenting with new styles of beer, collaborations and modern brewing technique integrations to bring more to craft</li> <li>• Spreading the word of trappist through socials and digital platforms to increase accessibility</li> <li>• Differentiating in a highly competitive market to stay relevant and profitable globally</li> </ul> <p><b>Dieter Lauwers - Head of Export - De Koningshoeven Brewery</b></p>	<ul style="list-style-type: none"> <li>• Collaborating with women in sports to position beer as a supporter of social events in modern times</li> <li>• Finding opportunity in the everyday to bring brand awareness and promote growth</li> <li>• Learning from branding “mishaps” and norm-breaking marketing to find pockets of opportunity</li> <li>• Ensuring beer is visible to a wider demographic to bring the drinking occasion to the modern-day beer enthusiast</li> <li>• Building a brand on the demands and desires of today’s beer drinker to promote a more sustainable and collaborative beer culture</li> </ul> <p><b>Katherina Kurz, Founder, BRLO</b></p>
15:30	Afternoon refreshments	
16:00	Chair’s remarks and close of conference	