



# Just Drinks Presents: The 9th Spirits Strategies and Innovation Conference 2023

The Waldorf Hilton, London UK

17<sup>th</sup> - 18<sup>th</sup> October 2023

**Pernod Ricard:** Sustainability regulation and compliance

**NIO Cocktails:** The rise of ready to drink cocktails

**Whisky Exchange:** Short and long term industry trends

**Fever-Tree:** Mixer innovation, trends and developments

**Hayman's Gin:** Making great tasting spirits from repurposed grain

**Seedlip:** New product development and innovation in non-alcoholic spirits

**Lyre's:** The long-term growth outlook for non-alcoholic spirits

**The Duppy Share:** Future outlook for the rum category

**Vanguard:** The effect of rising inflation and the cost-of-living crisis on spirits

**CROSSIP:** Non-alcoholic spirits - How is the category evolving globally?

**Della Vite:** Premiumisation and consumer purchasing behaviours

**Caleño Drinks:** The key role non-alcoholic spirits play in offering choice to consumers

**GlobalData:** Ethical developments that may be gamechangers

# SPIRITS STRATEGIES AND INNOVATION CONFERENCE 2023

*Exploring sustainability, growth, innovation and artificial intelligence*

17-18 October 2023, The Waldorf Hilton, London, UK

## CONFIRMED SPEAKERS

- Sandrine Ricard, Deputy Director, **Chivas/Pernod Ricard**
- Richard Sager, General Manager, **NIO Cocktails**
- Dawn Davies, Buying Director, **Whisky Exchange**
- Rose Cottingham, Innovation Director, **Fever-Tree**
- Yogesh Gandhi, Global Head, Scotch Whisky Innovation & Standard Brands Portfolio, **Chivas Brothers**
- Jennifer (Halley) Lonsdale, Innovation & Luxury Lead, **Chivas Brothers**
- Miranda Hayman, Co-owner, **Hayman's Gin**
- James Hayman, Co-owner, **Hayman's Gin**
- Numa Heathcote, Co-Founder & CEO, **Della Vite**
- Chloe Delevingne, Co-Founder, **Della Vite**
- Jack Orr-Ewing, CEO, **The Duppy Share**
- James Henderson, UK & Ireland Regional Manager, **Vanguard**
- Cameron Parker, Global Social Director, **Lyre's**
- Ben Branson, Founder & Inventor, **Seedlip**
- Tom Elton, Global Head of Culture & Partnerships, **Ballantine's**
- Craig Hutchinson, Founder and CEO, **Mindful Brands**
- Dimitri Oosterlynck, Founder, **Gimber**
- Tim Blake, Co-Founder & Commercial Director, **CROSSIP**
- Ellie Webb, Founder, **Caleño Drinks**
- **CHAIR:** Mark Dempsey, Senior Consulting Director – Global, **GlobalData**
- James Shillcock, Chief Commercial Officer, **CleanCo**
- Grace Ubawuchi, CEO and Founder, **Xin and Voltaire**
- Arturo Martorelli, Group Chief Commercial Officer, **Guala Closures**
- Vicky Berry, Senior European Business Development Manager, **Synergy Flavors**
- Charlotte Spitzner, Flavour Research Analyst, **Synergy Flavors**
- Charlie Heath, Application Technologist, **Synergy Flavors**
- Christoph Stegemann, Vice President Global Sales, **SCRIBOS**
- Melianthe Leeman, Global Category Lead - Wine and Spirits, **O-I**
- Steve Osborne, Founder & Strategy Director, **Osborne Pike**
- Greg Klingaman, VP, Strategy & Field Operations EMEA, **AnyRoad**
- Rob Hollands, CEO, **Metacask**
- Nim Siriwardana, CTO & Co-founder, **Metacask**
- Luke Cahill, CEO, **REAL Insight**
- Camille DISS, CPO, Business Development and Marketing Manager, **EDGYN**
- Ana Cristina Lopes Cardoso, R&D Director, **Cork Supply**
- Margarida Faro, General Manager, **Talis by Cork Supply**

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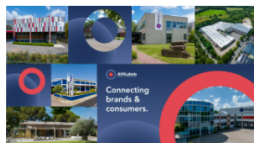
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## DAY ONE: TUESDAY 17 OCTOBER 2023

08:00 Registration and refreshments

08.50 Chairman's opening remarks

**Mark Dempsey, Senior Consulting Director – Global, GlobalData**

09:00 **Short and long term Industry trends**

- A look at current and future industry trends
- What is driving consumer shopping habits
- Potential industry pitfalls linked to trends
- How our industry needs to change to keep up with the consumer

**Dawn Davies, Buying Director, Whisky Exchange**

09:30 **From distillery tours to brand-in-hand activations: How to optimise the power of in-real-life experiences**

- Designing brand experiences that create behavioural change and influence future purchases
- Leveraging consumer insights to amplify what's working and act on what's not
- Harnessing 1st party consumer data for long-term brand growth
- Measuring success: from one-dimensional to three-dimensional KPIs

**Greg Klingaman, VP, Strategy & Field Operations EMEA, AnyRoad**

10:00 **Sustainability and innovation case study: Making great tasting spirits from repurposed grain**

- How is Hayman's Respirited Vodka produced?
- Understanding the sustainable efforts employed
- Sustainable packaging and labelling
- Taking part in the 1% for the Planet initiative
- How Respirited meets consumer needs and preferences

**Miranda Hayman, Co-owner, Hayman's Gin**

**James Hayman, Co-owner, Hayman's Gin**

10:30 Morning refreshments and networking

11:10 **Fireside chat: The rise of ready to drink cocktails**

- The inspiration behind NIO Cocktails and its unique packaging
- How NIO Cocktails has grown in a dynamic category, including the role of Omnichannel
- The impact of COVID
- NIO Cocktails' plans for the future

**Richard Sager, General Manager, NIO Cocktails**

11:40 **Case study: Guala Closures**

- Group overview
- Closures by market destination
- Sustainability
- Connected closures
- Luxury choice

**Arturo Martorelli, Group Chief Commercial Officer, Guala Closures**

**12:10 Fireside chat: Sustainability and responsibility in the spirits industry**

- Managing a sustainable supply chain from grain to glass
- Exploring regenerative agriculture and enhancing biodiversity
- Reducing scope 3 emissions and the journey towards carbon neutral distillation
- Empowering our people across the supply chain
- The importance of responsible hosting

**Sandrine Ricard, Deputy Director, Chivas/Pernod Ricard**

12:40 Lunch and networking

**13:40 Exploring trends & innovation in the mixer category**

An overview of how trends have shaped the innovation pipeline of leading mixer brand Fever-Tree & how they continue to respond & evolve into the future.

**Rose Cottingham, Innovation Director, Fever-Tree**

**14:10 Establishing a new innovation approach to accelerate breakthrough spirits innovation: Case Study – The Glenlivet Twist & Mix elevating the RTD category with superior taste and a breakthrough experiential offering**

- Bringing agile methodologies and a philosophy of Test, Learn, Optimize to spirits innovation
- Using deep consumer insight to enter the RTD category with a compelling Point-of-Difference (POD) that has the potential to disrupt
- How close partnership between marketing and R&D can make the seemingly impossible possible – the technical ups and downs of breakthrough innovation

**Yogesh Gandhi, Global Head, Scotch Whisky Innovation & Standard Brands Portfolio, Chivas Brothers**

**Jennifer (Halley) Lonsdale, Innovation & Luxury Lead, Chivas Brothers**

**14:40 Unveiling the Power of Personalized Packaging: Transforming Brands Through Customized Experiences**

- Advantages of packaging personalization and approaches
- Why investment in packaging innovation matters even more during an economic slowdown
- How technologies such as digital printing and AR are transforming consumer brand engagement
- Aligning packaging personalization with sustainability goals

**Melianne Leeman, Global Category Lead - Wine and Spirits, O-I**

**15:10 Case study: Future of the rum category – globally and UK**

- How to compete with multi-nationals as an independent
- What makes Duppy Share unique within rum
- Future of the rum category – globally and UK
- Role of RTDs in shaping the future of spirits and rum
- Insights on serve preference and occasion – UK consumer breakdown by age and gender
- Cost of living – opportunity and challenges for UK indie brands

**Jack Orr-Ewing, CEO, The Duppy Share**

15:40 Afternoon refreshments and networking

**16:10 Spotlight: Asset Based Communication. How successful spirits brands build their stories through distinctive brand assets**

*Distinctive brand assets aren't just about recognition and salience. In this talk I'll show how for successful spirits brands, distinctive assets ARE the story.*

- Research shows that consumers wouldn't care if 75% of brands available today disappeared. Would your brand make the cut?
- How do you cut through the noise and clutter, to land a compelling brand proposition that activates sales?
- How do you ensure that every brand touchpoint is reinforcing that compelling proposition? The answer is to light a fire, in the minds of your potential buyers. The fuel for that fire is the set of 'distinctive assets' that you (should) already have

**Steve Osborne, Founder & Strategy Director, Osborne Pike**

**16:30 Panel discussion: New product development and innovation in non-alcoholic spirits**

- How is the category evolving globally?
- New flavours and ingredients that meet consumer tastes and preferences
- The key role non-alcoholic spirits play in offering choice to consumers
- Is there a need for functional non-alcoholic spirits?
- Premiumization of non-alcoholic spirits

**Cameron Parker, Global Social Director, Lyre's**

**Ben Branson, Founder & Inventor, Seedlip**

**Tim Blake, Co-Founder & Commercial Director, CROSSIP**

**Dimitri Oosterlynck, Founder, Gimber**

**Ellie Webb, Founder, Caleño Drinks**

**17:10 Effective Brand Protection - the most powerful way to protect your brand is to involve your customers**

- How an effective anti-counterfeiting solution can protect a brand and deliver value at the same time
- As of today, SCRIBOS protects products and brand of approx. 100 MNC's around the world, for example Pernod Ricard, Jack Daniels and Castel
- SCRIBOS product marking solutions combine authentication of originality, supply chain visibility against grey market activities, consumer interaction and data analytics to make your organization smarter
- Based on latest AI technology, SCRIBOS helps you to locate and raid counterfeited products in the market
- SCRIBOS helps you to generate additional sales and revenue for your company

**Christoph Stegemann, Vice President Global Sales, SCRIBOS**

**17:40 What are sorbet cocktails and why you should pay attention**

- Introducing the latest innovation in the drinks industry
- Overcoming seasonality constraints
- Challenges of freezing alcohol, and introducing alternative drinks within the category
- Opportunities for the RTD/E category
- Supporting black owned / female led start-ups, and the challenge of investment

**Grace Ubawuchi, CEO and Founder, Xīn and Voltaire**

18:10 Chairman's closing remarks

**Mark Dempsey, Senior Consulting Director – Global, GlobalData**

18:15 Drinks reception

19:15 End of day one

## **DAY TWO: WEDNESDAY 18 OCTOBER 2023**

08:00 Registration and networking

08:50 Chairman's opening remarks

**Mark Dempsey, Senior Consulting Director – Global, GlobalData**

**09:00 Acting upon the changing consumer: Making decisions now for the opportunities to come**

- The ingredients, flavours, inspirations that consumers will seek
- The claims and benefits that will drive consumer decision making
- Ethical developments that may be gamechangers
- Creating the right innovation, providing the right solutions

**Mark Dempsey, Senior Consulting Director – Global, GlobalData**

**09:30 Case study: Using your packaging to detect your grey markets reseller**

- No marking
- No line change
- No design change
- End to end traceability

**Camille DISS, CPO, Business Development and Marketing Manager, EDGYN**

**10:00 Panel discussion: Dealing with key industry challenges**

- Brand experiences: The effect of rising inflation and the cost-of-living crisis on spirits
- Logistics challenges in the current economic climate
- The effect of tax increases on the spirits industry
- How have on-trade and off-trade sales been performing?
- Are consumers favoring more premium products in a shift from quantity to quality?

Panellists:

**Tim Blake, Co-Founder & Commercial Director, CROSSIP**

**James Henderson, UK & Ireland Regional Manager, Vantguard**

**James Shillcock, Chief Commercial Officer, CleanCo**

**Craig Hutchinson, Founder and CEO, Mindful Brands**

#### 10:40 **Spotlight: Be Seen, Understood, Wanted: Keys to Winning at Shelf**

We are excited to share what we have learned in over 20,000 hours of shopper observation and answer these important questions:

- How do you win in increasingly crowded, ever changing categories? What are the core keys to success to make sure your brand and package stands out?
- How can you leverage and/or overcome category realities in a crowded space?
- How do shoppers make decisions in the First Moment of Truth? What can you do to make sure your brand is chosen over competition? How do you become the go-to non-conscious choice for shoppers?

**Luke Cahill, CEO, REAL Insight**

10:55 Morning refreshments

#### 11:25 **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 40 minutes, and delegates may attend up to 2 roundtables.

### **Roundtable 1: Paired to perfection cocktails**

- A discussion focusing on new occasions for cocktails
- Exploring what consumers are drinking with their meal and a desire for wider choice
- Reviewing adjacent markets and understanding the opportunity for spirits
- Highlighting Synergy's paired to perfection approach – identifying key aroma compounds across cuisines and how to pair with different gastronomies
- Paired to perfection cocktail tasting – during the round-table discussion we will taste different cuisines with analytically paired cocktails!

Hosted by:

**Vicky Berry, Senior European Business Development Manager, Synergy Flavors**

**Charlotte Spitzner, Flavour Research Analyst, Synergy Flavors**

**Charlie Heath, Application Technologist, Synergy Flavors**



## Roundtable 2: Conscious Luxury

Putting supplier relationships at the centre of your business is essential for luxury businesses looking to build a competitive advantage in the sustainability economy.

When you think of sustainable packaging, what words come to mind? Is it all about nature?

Come join us for a discussion that addresses how luxury and sustainability come together. And how packaging suppliers, like Talis by Cork Supply, can help.

Hosted by:

**Ana Cristina Lopes Cardoso, R&D Director, Cork Supply**

**Margarida Faro, General Manager, Talis by Cork Supply**

## Roundtable 3: Connecting products and customers to transform the spirits industry

Customers desire meaningful brand experiences, transparency and new models of ownership and engagement. Whilst brands are looking for new ways to connect, drive long-term loyalty, capture first-party data and manage their operations with precision and real-time visibility.

Join our roundtable for an engaging discussion to explore how creativity and the latest technologies are connecting every stage of the customer and brand journey - from brand source through to the hands, homes and hearts of the 'connected consumer'.

Hosted by:

**Rob Hollands, CEO, Metacask**

**Nim Siriwardana, CTO & Co-founder, Metacask**

12:45 Lunch and networking

### 13:45 Fireside chat: Premiumisation and consumer purchasing behaviours

- Premiumisation of the Prosecco category and how it's evolving
- Commitments to quality and sustainability that make us different
- Leveraging celebrity founders to enable growth
- Consumer purchasing behaviours and where we see the gap

**Numa Heathcote, Co-Founder & CEO, Della Vite**

**Chloe Delevingne, Co-Founder, Della Vite**

### 14:15 WHISKY x GAMING & ESPORTS...WTF?

- Shooting down the myths – ever considered you're the nerd?
- Play by the Rules or Gameover
- Whisky Reloaded - How *Ballantine's Scotch* completed Level 1 of the fan favourite, *Borderlands Franchise*
- Level Up: Quickfire Round

**Tom Elton, Global Head of Culture & Partnerships, Ballantine's**

14:45 Chairman's closing remarks

**Mark Dempsey, Senior Consulting Director – Global, GlobalData**

14:50 End of conference