

Back to the future

3–4 November 2010
Gleneagles Hotel
Scotland

2010 UK Bottled Water Industry Conference

organised by
zenithinternational

kindly sponsored by



programme

Wednesday 3 November

12.00 Registration opens *Vestibule, Gleneagles Suite*

SATISFYING THE RETAILER AGENDA *Gleneagles Suite*

13.15 **Retailer panel discussion**
Jamie Feeley, Bottled Water Buyer for **Tesco plc**
Danielle Jack, Soft Drinks Technical Manager for **Tesco plc**
Other panel members to be confirmed

14.15 Refreshments

Highland Spring bottling plant tour and Tullibardine distillery visit

14.30– Coach 1 departs and returns. *Gleneagles Hotel*
17.45

15.00– Coach 2 departs and returns.
18.15

Tour will visit the Highland Spring Group's nearby bottling plant at its headquarters in Blackford, Perthshire.

The Highland Spring Group is the United Kingdom's largest supplier of bottled water. Filling up to 350 million litres a year, the group produces brands including Highland Spring, Speyside Glenlivet, Gleneagles and Green Valley. It also bottles private label waters for some of the major UK supermarkets and foodservice retailers. The company oversees five bottling plants and employs more than 400 staff.

One of Europe's most modern plants, the Blackford site has four state of the art bottling lines for glass, PET and multipacks across a range of still and sparkling sizes. Tour includes a short welcome, an introduction to Highland Spring's pioneering management information system and afternoon tea.

It will be followed by a visit to Tullibardine distillery including a malt whisky tasting. On the site of Scotland's oldest brewery, dating back to the 12th century, Tullibardine was developed as a traditional distillery in 1949.

18.45 Cocktail reception *Ballroom*

19.30– **Industry dinner** *Ballroom*
22.00

Thursday 4 November

08.30 Registration and refreshments

Terrace

REGAINING MOMENTUM

Gleneagles Suite

09.00 **2010 market themes and developments**

Karen Wells, Senior Market Consultant at **Zenith International Ltd**

09.20 **Understanding today's bottled water consumer**

Sally Stanley, Group Marketing Director of **Highland Spring**

09.40 **Making the case for healthy hydration**

Adam Grant, Managing Director of **Danone Waters (UK & Ireland) Ltd**

10.00 Questions and discussion

10.30 Hydration break

WATER IN THE WIDER WORLD

11.15 **Creating a common agenda for water**

Alan Thomson, Head of Corporate Relations for **Scottish Water**

11.35 **Contributing to a positive debate about water**

Ian Hall, Communications Director of **Natural Hydration Council Ltd**

11.55 **Partnership approach to emergency supplies**

Keith Silcock, Managing Director of **waterdirect**



12.15 Questions and discussion

12.45 Lunch

Strathearn Restaurant

MARKETING FOR THE FUTURE

Gleneagles Suite

14.00 **Bottled water through the camera lens**
Francis Whately, Producer for BBC 2's **The Money Programme**

14.20 **The merits of moving to recycled PET**
Speaker to be confirmed from **Coca-Cola Enterprises Ltd**

14.40 **Prospering in a crowded market**
Liz Sherry, General Manager of **Brecon Mineral Water**

15.00 Questions and discussion

15.30 Rehydration break

INSIGHT WORKSHOPS

16.00 **A: Smaller footprints for leaner products**
Mark Mulcahy, Water & Environment Manager at **Zenith International Ltd**

B: Managing media strategies
James Laird, Founder of **Epicurus Communications**

17.00 Close

Global Bottled Water Congress, 1–3 November 2010

Special discount for joint booking with
UK Bottled Water Industry Conference
Save at least £100 + VAT per delegate.
Go to www.zenithinternational.com/events



About the event

This is the 19th annual UK Bottled Water Industry Conference.

- ♦ Following two years of economic downturn, poor summers and media concerns, the market has started to recover momentum.
- ♦ Now is the time for companies to focus on getting back to the future, looking ahead to new opportunities for growth.
- ♦ This must include satisfying consumer interests across all their priorities from health and convenience to value and the environment.

It follows the 7th Global Bottled Water Congress, being held at Gleneagles on 1-3 November. Delegates attending both events will benefit from an additional online discount.

To make your booking, please use the form enclosed or visit www.zenithinternational.com/events

Particular highlights include:

- ♦ Retailer panel including Tesco
- ♦ Television producer view from BBC2 The Money Programme
- ♦ Insights from leading producers Brecon Mineral Water, Coca-Cola, Danone and Highland Spring
- ♦ Wider perspectives from Natural Hydration Council, Scottish Water and waterdirect
- ♦ Workshops on environmental improvements and media strategies.

The audience will include senior industry managers, suppliers, analysts and the trade press.



About the venue

The Gleneagles Hotel is renowned as one of the best in the world and as host to the 2005 G8 summit. It is set in 850 acres of stunning Perthshire countryside at the foot of the Scottish Highlands. Facilities include 1 gym and spa, 2 swimming pools and bars, 3 golf courses, 4 restaurants and a Five Red Star ranking.

Gleneagles is on the main London to Inverness railway line and under an hour's drive from Edinburgh or Glasgow airports.

organised by
zenithinternational

The Gleneagles Hotel

Auchterarder ♦ Perthshire ♦ Scotland PH3 INF
t +44 (0)1764 662231 ♦ f +44 (0)1764 662134
gleneagles.com

About **zenith**international

Recognised since the 1990s as Europe's leading drinks consultancy, Zenith International has over 1,000 clients across more than 50 countries.

The company's main activities involve comprehensive market analysis, strategic and commercial advice, financial and technical consulting projects, information services, trade journals and event organisation.

With some 80 staff based in the World Heritage City of Bath, Zenith also has regional offices in Dubai and New York.

zenithinternational
7 Kingsmead Square
Bath BA1 2AB
United Kingdom

t +44 (0)1225 327900

f +44 (0)1225 327901

e info@zenithinternational.com

zenithinternational.com

globaldrinks.com



Recycled
Supporting responsible
use of forest resources

Cert no. SGS-COC-0912
www.fsc.org
© 1996 Forest Stewardship Council