

NEWS from Canadean

MAJOR BREWERS HAND THE FUTURE OF BEER TO FMCG EXPERTS

- A new breed of manager to feature at forthcoming international beer conference -

As the increasingly consolidated global brewing business comes to grips with the impact of global economic deceleration, there are signs that the future of beer is being handed to a new breed of professional managers with roots not in traditional brewing, but in the fast moving consumer goods' industries.

That much is evident from among the impressive line-up of speakers who will attend an important **International Beer Strategy Conference** in Amsterdam, 26-27 May, 2010, organised by **Canadean Ltd**, the leading global beverage market intelligence specialists.

Conference speakers now include **Alexis Nasard**, **Heineken's** new Group Commerce Director, who previously spent 17 years with Procter & Gamble, latterly as head of its \$1.2 billion Personal Care business; also **Khalil Younes** who joined **Carlsberg** last year as Senior VP, Group Sales, Marketing & Innovation, after 15 years at Coca-Cola where he was most recently President, Global Juice Marketing; and **Dr Werner Wolf**, **Bitburger's** new Managing Director, who came to Germany's third largest brewing group from being Executive Director at Intersnack, the leading German savoury snack company.

The conference will feature two round table discussions: one is led by **John Wakely**, leading drinks analyst and strategist and also features **Malcolm Wyman**, Chief Financial Officer, **SABMiller**, alongside **Stuart Fletcher**, President International, **Diageo** and **Javier Ferran** of **Lion Capital** (ex-CEO Bacardi). The other round table will involve

both Khalil Younes and Alexis Nasard, alongside **Tony Hicks**, Global VP - Strategy at **Molson Coors** and **Akeel Sachak**, Global Head of Consumer, **Rothschild**.

“Industry consolidation has inevitably led to a step change in the size of beer brand portfolios, so that global brewers are now hiring experienced fmcg people who know how to manage a large portfolio of brands in order to maximise profitability - skills that are especially valuable in the current economic climate”, explains Kelsey van Musschenbroek, Canadean’s chairman.

At the same time, Kevin Baker, head of Canadean’s Beer Service, points out that “after the dramatic consolidation of 2008, and the onset of the global financial crisis, it might have been expected that the beer industry would see a period of relative calm. However, Heineken’s acquisition of Femsá Cerveza, the disposal of businesses in South Korea, Central & Eastern Europe and Scotland by A-BInBev and the continuing speculation over the future of Modelo suggests that global brewers’ appetites for acquisition and restructuring are not yet sated.

“The recent annual results from Heineken, A-BInBev and Carlsberg, show that, despite volume declines in many markets, profitability has held up remarkably well, due to cost cutting and astute portfolio and margin management. With few significant acquisition opportunities left, and most brewers now operating lean efficient organisations, the challenge going forward will be to build upon the consolidation and restructuring of recent years through continued brand development, innovation and a focus on growth markets.”

For further details on **Canadean’s 7th International Beer Strategy Conference**, please go to www.canadean.com or call Canadean’s conference team on tel: +44 1256 394210.

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Note for Editors: The Canadean **International Beer Strategy Conference** takes place on the 26th and 27th of May 2010 in Amsterdam at the Hilton Amsterdam Hotel. The theme of the conference is "Volume, Value, Profitability: The Post Consolidation World" and the programme is made up of two keynote 'round table' discussions between leading players in the global marketplace on the questions of *Is there a strategy for beer?* and *Half empty or half full?*. Additional sessions will focus on the themes of *current perspectives, iconic brands, innovation in packaging* and *complementary or competitive beverages?*. The impressive line up of speakers includes:

- **Khalil Younes**, Senior VP, Group Sales, Marketing & Innovation, **Carlsberg**
- **Alexis Nasard**, Group Commerce Director, **Heineken**
- **Stuart Fletcher**, President International, **Diageo**
- **Malcolm Wyman**, Chief Financial Officer, **SABMiller**
- **Tony Hicks**, Global VP - Strategy, **Molson Coors**
- **Javier Ferran**, Partner, **Lion Capital (formerly President & CEO, Bacardi)**
- **John Wakely**, Director, **The Angel's Share**
- **Akeel Sachak**, Global Head of Consumer, **Rothschild**
- **Dr Werner Wolf**, Managing Director, **Bitburger Group**
- **Philippe Stassen**, Managing Director, **Stassen**
- **Chresten Christensen**, International Export Director, **Vitamalt (Royal Unibrew)**
- **Matthew Barwell**, Marketing & Innovation Director, **Diageo Europe (Guinness)**
- **Ernst Faltermeier**, VP - Acquisitions & Projects, **Nordmann (Bios)**
- **Shekhar Ramamurthy**, Deputy President - Marketing, **UB Group**
- **Peter Basten**, Sales & Marketing Director, **Alcan**
- **John Grainda**, Director, Global Business Development, **CSI Closures**
- **Dr Frank Embs**, Director, New Business Development, **Invista Polymers & Resins**
- **Bryan Roberts**, Global Research Director, **Planet Retail**

For further details on the conference please go to www.canadean.com or call our conference team on tel: +44 (0) 1256 394210.

Canadean is the beverage industry information specialist, providing market research, reports, databases and consulting on the global beverage and beverage packaging industries.

With headquarters in the UK and regional offices around the world, Canadean has built a reputation as the benchmark for global beverage market intelligence. Local operations are now based in Madrid, Buenos Aires, Mexico City, Hong Kong, Beijing and Shanghai.

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