

NEWS from Canadean

Half Empty or Half Full? - The World's Brewers Discuss the future of the Industry at Canadean Beer Conference

Delegates from all sectors of the brewing industry attended Canadean's International Beer Strategy Conference, held in Amsterdam at the end of May. An exceptionally strong line-up of speakers was crowned by two high level discussion panels discussing whether the Multi-Beverage Strategy was a viable business model (especially topical in the light of the news that Foster's was to demerge its wine and brewing businesses); and what the outlook was for the beer industry in the medium term. Canadean, who are global drinks research specialists, hold the beer industry conference every two years.

In an opening session speakers from Canadean and Planet Retail set the scene with an overview of current global trends in the beer market, as well as a more in-depth review of beer statistics and trends in the dynamic Chinese and Latin American Markets. Bryan Roberts provided a perspective on retail trends and highlighted the fact that discounters can actually work successfully with the beer industry.

In a stimulating session on Iconic Brands, three very different brand stories were presented. Dr. Werner Wolf, Managing Director of Bitburger, outlined the heritage and tradition behind the success of the iconic German beer brand. Shekar Ramamurthy gave an excellent and stimulating presentation on the Kingfisher brand and Matthew Barwell from Guinness celebrated Arthur Guinness's unique contribution to the beer industry.

Packaging Innovation is one of the key success factors for beer and this was addressed by three speakers from the packaging industry, Peter Basten from Alcan, who looked at the role of aluminium and its strengths as a recyclable material; John Grainda

from CSI Closures, who looked at innovation in beer closures; and Frank Embs, who looked at the perennial beer packaging issue of beer in PET.

The Keynote Round Table on the subject of a multi-beverage strategy was chaired by John Wakeley and featured Stuart Fletcher, President International at Diageo; Malcolm Wyman, Chief Financial Officer at SABMiller; and Javier Ferran, Partner at Lion Capital, and formerly President and CEO of Bacardi. There was considerable debate about the synergies offered by such a strategy and a review of where this had been successful and where there hadn't been the expected benefits.

One of the trends affecting all beverages is the blurring of the edges of categories and beer is no exception. This area was looked at in-depth in a session covering cider, malt beverages and fermented soft drinks. Chresten Christensen from Vitamalt looked at the markets for non-alcoholic malt drinks in Africa and the Caribbean. Philippe Stassen from Stassen SA in Belgium talked about both his own companies' history, and also about the market for cider in Europe; whilst Ernst Faltermeier from Nordmann Gruppe in Germany provided insights into the burgeoning market for malt based fruit drinks.

The conference closed with the final Keynote Round Table on the outlook for the beer industry. Chaired by Akeel Sachak from Rothschild, this featured Khalil Younes, Senior VP, Group Sales, Marketing and Innovation at Carlsberg; Robin Hoytema van Konijnenburg, Group Finance Director at Heineken; and Tony Hicks; Global VP - Strategy at Molson Coors. This round table covered a number of key issues and highlighted a high degree of consensus amongst the participants. Whilst there are considerable challenges ahead, the message from this round table was very clearly that the glass is half full.

Over 120 delegates and speakers took part in the conference which provided an ideal forum for senior executives to meet their industry colleagues and discuss the issues facing the industry.

Copies of the presentations from the seminar are available on CD-ROM, priced at £350.



For further information contact Canadean's Beer Service - global research into beer consumption trends, market analysis and insights, 12 Faraday Court, Rankine Road, Daneshill, Basingstoke, Hants, RG24 8PF, UK, tel +44 (0)1256 394218.

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Editor's Note:

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.

Issued by the Corporate Marketing Department of Canadean Ltd, the leading global beverage research company.

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