

# Lo & No

## BEVERAGE SUMMIT

20 + speakers including:



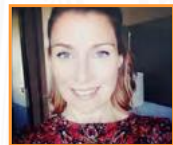
Fiona Davies  
National Buyer  
**Holland and Barrett**



Paul Thomas  
Head of Global  
Insight  
**Asahi**



Craig Hutchinson  
Founder and  
Managing Director  
**Ceder's**



Claire Warner  
Managing Director  
**Æcorn Aperitifs**



Shilen Patel  
Co-Founder and  
Non-Alcoholic Lead  
**Distill Ventures**



Tom Elliot  
Future Brands,  
Origination &  
Development  
**Sainsburys**

# HIGHLIGHTS

15th-16th October 2019 | London, UK

How to innovate and gain scale in the premium low and non alcoholic drink sector

Gold Partners



Silver Partner



Event Partner



"A unique opportunity to have all the key players, small or big, in the same room. A very rich experience and fabulous opportunity to shape this new category together"

Marine, Head of Innovation, Bacardi

# AN ALL-STAR SPEAKER LINE UP



Claire Warner  
Managing Director  
**Æcorn Aperitifs**



Paul Thomas  
Global Head of  
Insight  
**Asahi**



Craig Hutchison  
Founder and  
Managing Director  
**CEDER'S**



Gerry Stopps  
Sales & Marketing  
Director  
**Omega  
Ingredients**



Fabien Gross  
CEO  
**Pierre Chavin**



William Fugard  
CEO  
**Gusto Organic**



Shilen Patel  
Co-Founder and  
Non-Alc Lead  
**Distill Ventures**



Bill Garnelli  
Founder and CEO  
**Mocktail  
Beverages**



Stephen Dillon  
Founder  
**Noki & Co**



Tom Elliot  
Future Brands,  
Origination &  
Development  
**Sainsbury's**



David Begg  
Founder  
**Real Kombucha**



Zoey Henderson  
Head of Operations  
**Redemption Bar**



Erik Dimter  
Founder  
**JoyBräu**



Andy Crossan  
Consumer Insight  
Director  
**Kantar World  
Panel UK**



Eugenio Muraro  
CEO & Founder  
**MeMento**



Rob Fink  
CEO & Founder  
**Big Drop  
Brewing Co**



Felix James  
Co-Founder  
**Small Beer  
Brew Co**



James Grundy  
Co- Founder  
**Small Beer  
Brew Co**



Ad van Etten  
Senior Manager,  
Commercial  
Development  
**Chr. Hansen**



Matthew  
Birkenshaw  
Team Leader-Tobacco  
Control and Alcohol  
Labelling Policy Lead  
**Department of  
Health & Social  
Care**



Rose Cottingham  
Senior innovation  
manager  
**Fever - Tree**



Rebekah Hall  
CEO & Founder  
**Botanic Lab**



Ellie Webb  
Founder  
**CaleñoDrinks**



Kamila Sitwell  
Co-Founder and  
Director  
**Kolibri**



Richard Maryniak  
Chief Insight &  
Innovation Officer  
**Black Swan Data**



Fiona Davies  
National Buyer  
**Holland & Barrett**



Anne Steohens  
Global VP: Category  
Expansion  
**AB InBev**



Laura Willoughby  
MBE  
Co-Founder  
**Club Soda**

# WHAT WAS DISCUSSED?

## Growth predictions

Europe is leading the way in terms of low- and no- brands scaling up and offering great choices to consumers. More new brands are entering the market and more brave buyers are re-thinking their offering strategies to attend to consumers' needs.

According to Paul Thomas, Global Head of Insight, Asahi Europe, the market of low- and no- is worth GBP 41.5 million, up 39% on last year. Most experts predicted a 10+% CAGR for the category and envisioned huge opportunities in Europe and the USA.

## Definitions

The UK DoH confirms that in the UK 0.5% can be labelled as alcohol free. Keeping up with the rapid growth, the regulatory bodies in Europe are keen to engage with the industry to develop clean descriptors. 2020 Consumer profile. A perfect storm of sober-curious consumer trends has come together to enable the growth. These include health, financial pressure, image-consciousness, socialising and experiential economy. It is evident that as consumers' confidence grows their repertoire broadens. The industry's urgent need is to identify where and how consumers want to drink and offer products of great quality.

## A disruptor or an enabler?

Does low and no mark the end of alcoholic beer? The likes of Asahi and AB InBev disagree. These powerful players believe that this category greatly enhances their portfolios.

## Flavour and quality

The highest importance is attributed to developing a great flavour. Innovative fermentation can become a strategic element of low- and no- value proposition. Many agreed start-ups enter the space without proper product development strategies, then dilute the market with drinks lacking taste and quality, and exacerbate the situation for others. The advice was to really think through product creation, invest in sampling and make sure you deliver great quality.



"This conference was like drinking (information) from the fire hose for anyone (like myself) approaching the sector of lo & no alcohol beverages for the first time. Very useful and very efficient."  
**Ivan, Managing Partner, Five Seasons**

# WHAT WAS DISCUSSED?

## Branding and messaging

Both established and aspiring brands are focusing on creating sensory and social experience. To be successful in this nascent but fast evolving category, brands must make sure their messaging, packaging and serving matches the mindful drinkers' demands.

## Market access

Brave buyers are starting to offer more low- and no- choices, with large retailers and traders like Sainsbury, Holland & Barret, and Coles Trading leading the way. The questions they have are related to product pricing, quality and safety as well as to flavour and placing strategies. The brands and the on- and off-trade industry need to work closer together to discuss how to offer and communicate these beverages to the savvy consumer.

## Drinks with purpose

Functional drinks are also gaining popularity. Real Kombucha, Botanic Lab and Gusto Organic discussed how they engaged with the consumer, set up price points, tackled placing strategies with the retailers, and enhanced packaging and sustainability.

## Future of low and no

There will be no need for "sober Octobers" or "Dry Januaries". This category will become an accepted part of the beverage's repertoire for all. The versatile range of products will cater to every occasion and every palate on all the continents.



# WHO ATTENDED



Moët Hennessy



ISH  
spirits



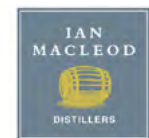
Harrods



TIMELESS DRINKS  
VENTURES LTD.

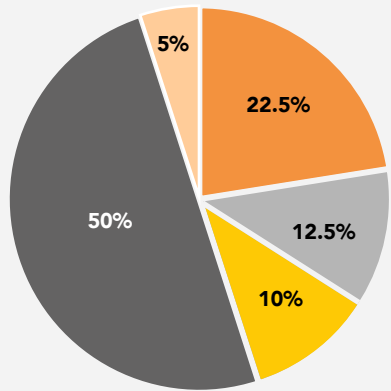


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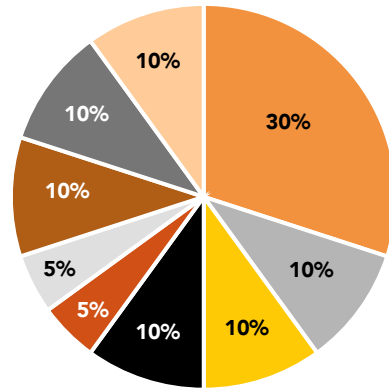
# AUDIENCE BREAKDOWN

## Company



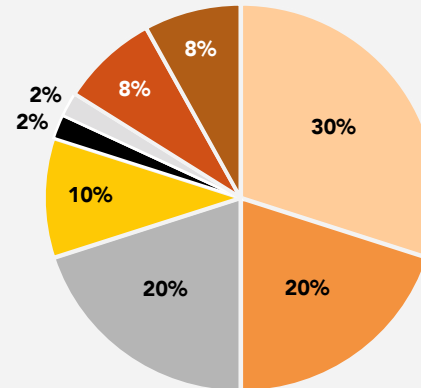
- Multinational alcohol providers
- Multinational soft drinks providers
- Start-ups & Mid-Tier Independent Brands
- VCs
- on/off trade

## Function



- Head of Innovation
- Head of Strategy
- Marketing Director
- New Product Development
- Head of Non-Alcoholic
- Brand Manager
- Head of Business Development
- Sensory Scientist
- Buyer

## Seniority



- C-Level/Founder/Senior Exec
- Technical Lead
- VP/Head of Dept
- Non-management
- Sc Director/Director
- Media/Market Analysts
- Sr. Manager/Manager
- Investors/Investment Analysts

"It was great to see the momentum building in this space and the positivity from the drinks industry around providing more choices to consumers."

**Jane, Head of Adult Drinks Category Strategy, Diageo**

# PARTNERS



## GOLD PARTNERS



*Improving food & health*



## SILVER PARTNER



## EVENT PARTNER



## MEDIA PARTNERS



# WHAT WILL LO & NO USA HELP YOU TO ACHIEVE

- 1 Embracing new consumer preferences:** Learn what leading data analytics have to say on the sober-curious movement in the USA and major drivers for low- and no-category
- 2 Engaging consumer:** Hear from both established and aspiring brands, pioneers and make sure your messaging, packaging and serving matches the mindful drinkers' demands and expectations
- 3 Market Access:** Find out how Brave Buyers are formulating their low and no- strategies and what questions they have towards brands
- 4 Gaining distribution:** Learn from successful brands on key challenges and solutions when entering or expanding in the US markets
- 5 Product pricing and placements:** Learn what works and what doesn't in the US
- 6 Functional drinks:** Learn the latest developments in the CBD and other functional drinks
- 7 Portfolio enhancement:** Assess the level of challenge or contribution of the low and no trend to your existing portfolio
- 8 Targeted networking:** Find the right partners and collaborators and leap forward towards a successful entrance into the market or advancement in the category



19th - 20th May 2020 | Los Angeles

30+  
SPEAKERS

150+  
ADDENDEES

FIND OUT MORE

# INTERESTED IN PARTNERING OPPORTUNITIES

Far from typical 'meet-and-greet' exhibition, you - as a sponsor or exhibitor will be positioned as a partner of the event with focus on the benefits of your product and brand, rather than just a name on an exhibition list. With our extensive marketing experience and strategy, your partnership with the conference will grant you a sponsorship package that is an extension and enhancement of your current marketing and branding efforts.

## WHY PARTNER?



**Build meaningful connections**  
& grow your network



**Showcase your brand**  
& demonstrate your expertise as a thought leader



**Stay ahead of the competition**  
& increase your market share

## ASK US ABOUT THE DIFFERENT WAYS YOU

Contact our team to find out more about each package by emailing [partner@kisacoresearch.com](mailto:partner@kisacoresearch.com) or by calling +44 (0)20 3696 2920





# Lo & No

BEVERAGE SUMMIT

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## SAVE THE DATE

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**Lo & No**  
BEVERAGE SUMMIT US

**Lo & No Beverage Summit US**  
June 2 -3 2020  
Los Angeles USA



**Lo & No**  
BEVERAGE SUMMIT

**Lo & No Beverage Summit EU**  
20<sup>th</sup> - 21<sup>st</sup> October 2020  
London UK

[lonobeveragesummit.com](http://lonobeveragesummit.com)