

2ND NOVEMBER 2023 - BUSINESS DESIGN CENTRE, LONDON



CHEERS!

THE

DRINKS

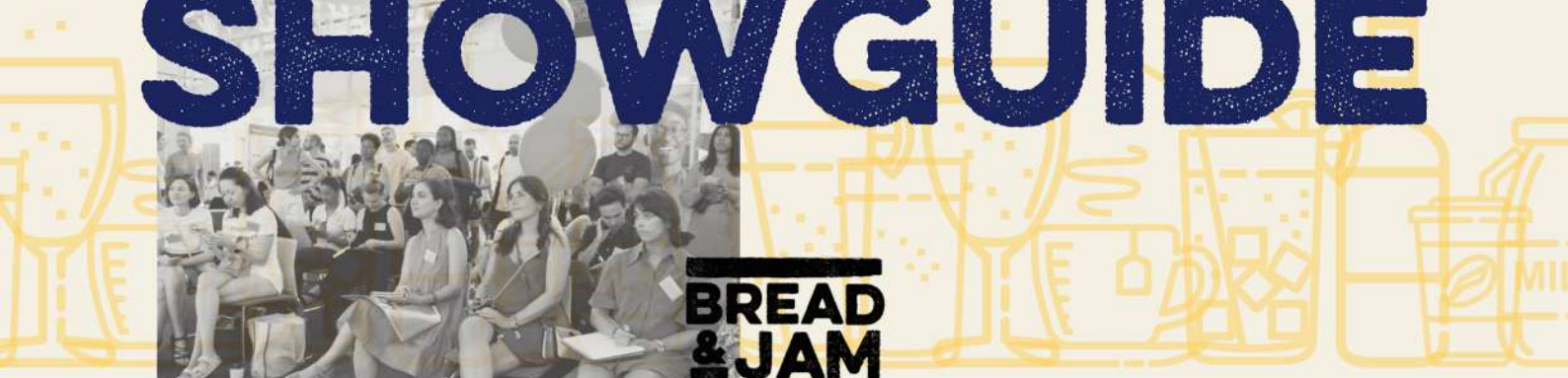
SUMMIT

2023

SHOWGUIDE



**BREAD
& JAM**



THE DRINKS SUMMIT

2ND NOVEMBER 2023

POWERED BY Joelson



WHAT'S ON?



THE PITCHING ZONE

Don't miss out on this golden opportunity for a private 1-to-1 meeting with a buyer. Powered by GS1 UK.

Apply to pitch to some of the top national drinks-focused buyers at the Pitching Zone.



MEET THE INVESTOR

Looking for funding for your business? Apply for a spot to Meet The Investor. Powered by Potter Clarkson

Apply now for one of 20 spots at our Meet The Drinks Investor session before the Summit



TASTE & RATE BAR

See how your drink fares in our Taste and Rate Bar. Powered by GS1 UK.

Showcase your beverage to everyone attending the Summit and get invaluable industry feedback.



INDUSTRY NETWORKING

Network with 600+ drink brands and beverage obsessed investors, buyers and service providers.

Meet like-minded entrepreneurs and make valuable connections.



KEYNOTES AND PANELS

Hear from trail-blazing keynote speakers & panellists who are shaping the future of the drinks industry

Our 20+ speakers will share their success stories (and their missteps!)



HAPPY HOUR SOCIAL DRINKS

Network and unwind at our Happy Hour Social Drinks

Join us for post-event drinks where you can mingle fellow attendees and continue the conversions ignited during the day.

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SPEAKER LINE UP



JIMMY CREGAN
JIMMY'S ICED COFFEE



EMMA HEAL
LUCKY SAINT



STUART FORSYTH
MINOR FIGURES



LUCY BUSK
NICE WINE



CHARLIE ODUNUKWE II.
RIDDLES



JULIA KESSLER
NIX & KIX



LUKE BOASE
LUCKY SAINT



HANNAH LANDON
MOCKINGBIRD RAW
PRESS



LEE VILINSKY
BEAVERTOWN BREWERY



RORY PATERSON
XOXO SODA



FRANK FITZGIBBONS
BELVOIR FRUIT FARMS



PHIL HAILS-SMITH
JOELSON



HUGH THOMAS
TOP OF THE MORNIN
COFFEE



HERCHELLE PEREZ
TERRADO - DRINKS
PARTNERSHIP



RUSSELL GOLDMAN -
BRITVIC



LOUISE AVERY - LA
BREWERY

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PITCHING

POWERED BY 

Apply via our website for a chance to secure a **one to one, 10 minute meeting with drinks category buyers from retail, foodservice, travel, leisure and hospitality**. You can apply to pitch to as many retailers as you wish but you must have a ticket to the Summit to apply. ALL eligible applications submitted before the pitching deadline will be seen by buyers, who carefully go through each one to shortlist the brands they would like to meet.

Pitching deadline: midnight on Tuesday, 24th October 2023



Starbucks has over 900 outlets across the UK. With a history of championing independent brands (such as DASH and Remedy Kombucha), **the buyers are interested in seeing drinks offerings that would compliment their offerings.**

Holland & Barrett

Holland & Barrett are giants in the health food retail world with over 13,000 stores in 16 countries. They are on the hunt for **natural and healthy ambient and chilled drink products at the forefront of new consumer trends.**



Whole Foods Market has a passion for working with start-ups and small businesses. They are **interested in the highest quality natural or organic plant-based drinks that are environmentally friendly and at the forefront of new consumer trends.**



Flying to 34 locations across five continents, **Virgin** inflight food & beverage buyers are looking for suppliers who can support them in their mission, and are **particularly keen to see on trend stand-alone ambient and chilled products from upcoming British brands.**



LNER provides over 21 million passenger long-distance services a year on the East Coast Main Line. They are **keen on alcoholic and soft drinks products that can be served on-board and particularly keen on anything produced on their route**



Creed Foodservice are a multi-temperature operation supplying over 5000 lines across ambient, chilled and frozen to the whole of the UK. The **buyers are interested in pre-packaged drinks, and SALSA accreditation is a minimum requirement.**



Mr. Lemonade is a pioneering supplier in the world of premium beverages. Their expertise lies in curating an exclusive range of craft drinks. They are **looking for cutting-edge drinks that shine amidst a crowded market.**



PITCHING IS POWERED BY GS1UK

GS1 UK is the only authorised provider of unique GTINs, the number that powers the barcode and so much more
Every day, GS1 barcodes power billions of sales worldwide. Whether in store or online, they enable millions of businesses to seamlessly sell their products to anyone, anywhere and at any time.

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MORNING

0900 - 0945

SECURE FUNDING FROM DRINKS INDUSTRY INVESTORS

Looking for funding for your drinks business? Apply for a spot to Meet The Drinks Investor

Apply via our website for one of 20 spots at our Meet The Drinks Investor session before the Summit, where you can meet drinks focused funders actively looking to invest anywhere between £5,000 - £20M in emerging drinks brands.

0945 - 0950

WELCOME TO CHEERS! THE DRINKS SUMMIT

Phil Hails-Smith - Joelson

Gather alongside hundreds of fellow drinks founders in the main hall to hear from our headline sponsors, Joelson, who will be kicking off CHEERS! The Drinks Summit.

0950 - 1025

SEIZING EVERY OPPORTUNITY: 10,000 DISTRIBUTION POINTS

Jimmy Cregan - Jimmy's Iced Coffee, chaired by Phil Hails-Smith - Joelson

The founder of pioneering challenger drinks brand Jimmy's Iced Coffee shares the story behind hitting £17M revenue before selling out to Britvic, and how building relationships with buyers, distributors and customers was key.

- How do you build rapport with your buyer & make your brand memorable?
- Whilst also building a loyal tribe of consumer followers?
- How do you set your business up for an exit to a big corporate?
- How do you navigate buyer politics and secure multiple listings across categories in the same outlet?

1025 - 1030

INDUSTRY EXPERT SPOTLIGHT

Hear top tips from a drinks industry expert on how to launch and scale your business

An industry expert will share some quickfire tips that will help you grow your business and take it to the next level. Strap in and get your notepad primed.

1030 - 1110

OPERATIONS & LOGISTICS AS A CHALLENGER DRINKS BRAND

Julia Kessler - Nix & Kix, Frank Fitzgibbons - Belvoir Fruit Farm, Lee Villinsky - Beavertown Brewery

What are the biggest operational challenges faced by challenger drinks brands and how can you stay ahead of the game? Hear from three brands about how they nailed their logistics for fast growth scale.

- What does a typical supply and distribution chain look like for drinks brands?
- How do you find a manufacturer and negotiate your terms and what does building your own plant look like?
- How does being an alcohol brand complicate things?
- Why is scalability so much more important for drinks brands than in any other category?

1110 - 1115

HOW TO NAIL YOUR NDP

Kavya Krishnamurthy & Alice Jones, Food Innovation Centre @ The University of Nottingham (UoN)

At the UoN's Food Innovation Centre, if you have an innovative idea that you want to develop, or a challenge to overcome, access to the latest food science research can supercharge your product development strategy.

1115 - 1145

NETWORKING & CHECK OUT THE TASTE & RATE BAR

Wondering what the industry really thinks of your product & its positioning? Showcase your brand at the Taste & Rate Bar.

Find a spot at the Taste & Rate Bar and get feedback for your drinks brand for free. Understand the emotions your brand inspires, if your packaging is hitting the spot and if it tastes as good as it should. More info on our website.



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MORNING

1145 - 1225

MONEY MATTERS: THE COSTS, THE SALES & THE VALUE CHAIN

Rory Paterson - XOXO, Hugh Thomas - Top Of The Morning Coffee & Lucy Busk - Nice, chaired by Herchelle Perez - Drinks Partnership & DP Brands

What does it mean to know your numbers in the drinks game? How important is working capital and how much do you really need to get going? Hear from these seasoned entrepreneurs about the funds you need for fast growth.

- How much does it cost to launch a challenger drinks brand and can you really bootstrap it?
- How do you build a business that you can sell for big money down the line?
- What does the value chain look like and what's the industry standard for decent profit margins?
- What are the key cost drivers when it comes to ingredients and what can you do about it as a small player?

1225 - 1230

HEAR FROM JOELSON

Phil Hails-Smith - Joelson

Not your typical law firm – they are passionate about helping founders and entrepreneurs who love what they do, from their very first investment round through to exit and everything in-between.

1230 - 1330

COMPLIMENTARY LUNCH & NETWORKING

Grab lunch in the Main Hall and get to know hundreds of emerging drinks brands just like you

Network with fellow drink business founders over lunch, get to know our industry experts exhibiting in the Main Hall over lunch and build the support network you need to take your drinks business to the next level.

1330 - 1400

TRENDING THEMES: WHAT'S HOT RIGHT NOW?

Josh Self - NielsenIQ, Paul Bolton - NielsenIQ

Where can we see the biggest growth opportunities for challenger brands and how are consumers consuming? Discover the latest trends, flavours and formats to burst onto the drinks scene and how you can seize the opportunity.

- How is the drinks category performing overall and which sectors are seeing explosive growth?
- Where are consumers drinking challenger brands the most & where are the easy wins?
- How are 'no&low', vegan and functional categories faring and what is the longevity of growth in these areas?
- How is the climate crisis impacting consumer values and supply chain disruption?

1400 - 1405

INDUSTRY EXPERT SPOTLIGHT

Hear top tips from a drinks industry expert on how to launch and scale your business

An industry expert will share some quick fire tips that will help you grow your business and take it to the next level. Strap in and get your notepad primed.

1405 - 1445

STAND OUT STRATEGIES ON A SHOESTRING BUDGET

Hannah Landon - Mockingbird Raw Press, Ashley Alexander-Birch - Liquid Death & Stuart Forsyth - Minor Figures, chaired by Sarah Atkins - GS1UK

Discover the secrets of standing out in an uber competitive market and how your brand can really make its marketing mark across D2C, foodservice, retail, on-trade and travel channels on a limited budget.

- How can you differentiate yourself and be heard over the noise of corporate brands with huge budgets?
- What's the latest take on social media and influencers for brand building and where can you get the most impact?
- What can we learn from the US to disrupt the UK drinks market?
- How do you manage strategy nuances in B2B and D2C marketing as an emerging brand?

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MORNING

1445 - 1450

HEAR FROM THREESIXTY DESIGN

Jon Stevens - Threesixty Design

Cutting through the complexities with agility and creativity in an ever-changing world to design Brands Consumers Want.

1450 - 1520

COMPLIMENTARY COFFEE NETWORKING BREAK

Help yourself to a hot drink and get to know your fellow drinks founders looking to secure funding.

Grab a coffee and head over to the Meet The Investor area to check out 20 of the most promising emerging drinks brands actively looking for investment who have been selected to meet with drinks focused funders.

1520 - 1600

NAVIGATING SALES CHANNELS & ROUTES TO MARKET IN DRINKS

Charlie Odunukwe - Riddles Ice Tea, Louise Avery - LA Brewery & Russell Goldman - Britvic (Jimmy's Iced Coffee, Plenish and The London Essence Co.)

What are the key routes to market for challenger brands and how can you manage them and all of their gatekeepers successfully? How can you tend to the needs of different buyers and keep everyone happy?

- How can you build buyer relationships quickly and can you outsource your sales arm?
- What are the common pitfalls across various sales channels and is D2C really ever going to stack up for drinks?
- What are the on-trade opportunities and how do you get onto restaurant menus?
- How does selling to different buyers from the same store work, when you want to be on shelf and on the menu?

1600 - 1605

HOW TO DRIVE GROWTH WITH A NEW ECOMMERCE WEBSITE

Leigh Mardon, blubolt

If you're considering an upgrade to your DTC and/or B2B website, soak up our top tips on how to maximise opportunities for growth and avoid pitfalls.

1605 - 1645

FROM THE HORSES' MOUTHS: THE BUYING PANEL

Tom Workman - Creed, Hannah Lee - Holland & Barrett & Alexandra Foster - Whole Foods Market

Hear from buyers on the frontline and find out what they're after, the challenges of working with small brands and how you can increase the chances of a successful listing with the right approach.

- What are buyers looking for in drinks right now and which categories are performing well?
- What does a typical listing look like, what are the margins and what makes a great ROS?
- What kind of investment do buyers expect from small drinks brands?
- How should new brands approach buyers and what are the key commercials they expect to see?

1645 - 1650

HEAR FROM POLYTAG

Alice Rackley - Polytag

Polytag applies unique-every-time QR codes to packaging improving traceability and provides direct-to-consumer marketing opportunities.



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1650 - 1725

CREATING YOUR OWN LUCK: THE ESSENTIAL COMPONENTS

Emma Heal & Luke Boase - Lucky Saint, chaired by Phil Hails-Smith - Joelson

What makes the drinks industry different to the rest of the food and drink world and how can you create your own opportunities within it? Be inspired by Lucky Saint's incredible journey of 180% revenue growth year on year.

- How did Lucky Saint become the UK's leading alcohol-free beer, harnessing the burgeoning opportunity in alcohol moderation and shift in consumer values?
- How can you stand out as a drinks brand and what are the nuances of the category that are worth considering?
- What does it mean to make your own luck and create opportunities for your brand from the ground up?

1725 - 1730

CLOSING REMARKS

Phil Hails-Smith - Joelson

As Cheers! draws to a close, we hear from our headline sponsor, Joelson, sharing their final food (drinks?) for thought about the future of the drinks industry and the trends to note as an emerging drinks brand.

1730 - 1900

CHEERS! JOIN US FOR COMPLIMENTARY DRINKS

Gather in the Main Hall to mark the end of the day over a couple of drinks with your newfound network.

Have a drink or two with your new network of fellow drinks founders, industry experts, buyers and investors to celebrate the first ever Bread & Jam Drinks Summit!

