Intense and relentless competition in the fast moving global beverage market is driving innovation in packaging on an unprecedented scale. Consumer demands, cost reduction, logistics efficiency, sustainability, and legislation are all major factors spearheading the ongoing changes and developments essential in attracting consumer attention and increasing sales.

Established brands continue to innovate in order to maintain market share while new products have the benefit of being able to start from scratch, however, what remains certain is that brands that are not able to keep up will quickly be overwhelmed by competitors.

Technical research and development is at the forefront of delivering the required innovation driven by consumer and commercial demands. This special report is written by and edited for key decision makers and practitioners at the cutting edge of creating, designing and producing pioneering solutions throughout the global beverage sector. This powerful audience control multibillion dollar budgets and are responsible for selecting innovative and efficient production equipment together with the materials necessary to meet all current and future challenges.

Published in print and digital formats, this multi-platform publication provides a unique blend of in-depth commentary and analysis of the key issues shaping the market, while offering a valuable and effective way of reaching and influencing a high-spending community of industry leaders and practitioners.

Canadean provides a wealth of market data and information on packaging demand across the consumer packaged goods industry, helping our clients to deliver the most effective market planning.

With 50 countries and 170 product categories under scope, we provide detailed insight, data and analysis of packaging market trends, with core consumption data broken down by primary packaging demand into container type, material, size, closure type and material, and outer type and material.

Canadean’s packaging team also offers a full range of bespoke services for international packaging market research and consulting.
The operational, strategic and technical readers of *Beverage Packaging Innovation* have the authority to recommend, specify or authorise over 73% of all spend in the market (publisher’s survey).

The publication can help you to influence the right people by communicating directly with the global packaging industry community’s decision-makers.

- CEO
- Packaging Director
- President
- Head of Packaging
- Vice President of Packaging Technology
- Director of Packaging Development
- R&D Director
- VP Manufacturing
- Chief Designer
- Snr VP Procurement
- Purchasing Director
- Chief Financial Officer
- Managing Director
- Marketing Director

*Beverage Packaging Innovation* has invested heavily and continually updated a global database of decision-makers across to ensure precise and accurate targeting.

The readers of *Beverage Packaging Innovation* are the budget-holders responsible for purchasing and specifying all the products and services they need to operate successfully in the following fields:

- Carbonated soft drinks
- Juice drinks
- Bottled water
- Sports/energy drinks
- Dairy
- Beer
- Wines and spirits
- Tea and coffee
- Alternative beverages

**GEOGRAPHICAL DISTRIBUTION**

- North America 31%
- European 29%
- Asia 19%
- Rest of World 12%

91% of readers have taken action in response to an article.
BEVERAGE PACKAGING INNOVATION

EDITORIAL OVERVIEW

CANADEAN INTELLIGENCE
Global Consumer Trend Framework: Understanding attitudes and behaviors that influence global consumption habits
- Understanding consumer behaviour in packaging
- Where can companies innovate to see biggest growth?
- What does the future hold?

SAB MILLER
Antoinette Devine, Packaging Manager discusses trends and innovation in Beer packaging and Juice Packaging
- New Product Launches
- What’s driving consumer motivation
- Where next for Beer Packaging?

SOFT DRINKS
Denise Lefebvre VP Packaging Pepsi
Benjamin Kravit, Associate Brand Manager Dr Pepper
- What drive brand design in soft drinks packaging?
- Consumer Interest? Or is it a technology push?
- Innovation and motivations

WINE
Steve Bollinger SVP Marketing Constellation Brands Talks wine and spirits, and looks at growth opportunities in both
- How can packaging support growth of wine or spirits sector?
- What innovations are being launched to generate further growth?
- Materials and Product development

PET ROUNDTABLE
Greg Bentley, Coca Cola European innovation
Joe Pagliaro, Director Innovation and Packaging Heineken USA
Gourish Naik- Senior Brand Manager United Spirits
Emilie Martory – Director Global Innovation Nestle Waters
- How does PET figure in the product mix, what are its strengths and challenges?
- What improvements are being made to ensure that PET is easier to recycle, lightweight and dispose of?
- How does PET address growing trends, where could it do better?

INNOVATION
Louise Gedge, Innovation manager in Bacardi and Sam Woolett Innovation manager Innocent discuss how to bring innovation into beverage packaging.
- Is there a formula to use?
- What are you looking for when you seek packaging innovation?
- What would be a win?
- Where do you feel the next innovation will come from?

LUCOZADE RIBENA SUNTORY
Peter Mcconville CTO + others TBC
Interview on innovation
- Long Interview (1200 words) with chief technical officer of major sports drink company
- Squash and Juice also in Suntory and ribena also to be included
- Convenience, Hydration, Occasions – what are the leading trends for their market?
- What new products are being developed to address these topics?

RETAIL/PRIVATE LABEL
Mark Caul – head of packaging for Tesco
Sebastian Schlag – director international purchasing ALDI stores
Stephane Le Pottier FMCG Private Labels Director Carrefour
John Carter – VP Metro Group, Director QA Metro Cash and Carry
Retailers perspective of drinks market.

76% of readers have sourced a supplier via the publication in the last 12 months
THE INTELLIGENCE

AWARDS

Events > HP Indigo dining club
John Carpenter House, 7 Carmelite Street, London EC4Y 0BS
E:

BEVERAGE PACKAGING INNOVATION

EDITORIAL ADVISORY PANEL

Previous and current contributors include:

Dairy
- Fonterra, Managing Director, Global Brands and Nutrition
- Dairy Farmers of America, Chief Operating Officer, Consumer Brands, Global Dairy Products Group
- Lactalis, Chief Purchasing Officer
- Arla, Global Procurement Director

Soft Drinks
- Coca-Cola, Global VP Packaging and Sustainability
- PepsiCo, VP Packaging Beverages
- Nestlé, NPD Director Water, VP Procurement Dairy
- Lucozade Ribena Suntory, Director R&D
- Cott – CMO
- Dr Pepper Snapple – SVP Marketing
- Red Bull, Chief Purchasing Officer

Tea/Coffee
- Starbucks, CMO + VP R&D
- McDonalds (HAVI), Director Packaging
- Costa, COO

Spirits
- Diageo, Director Supply Chain Innovation
- Pernod-Ricard, CTO
- LVMH, Director Innovation
- Bacardi, Director Packaging
- Jim Beam, NPD Director
- Brown-Forman, Chief Innovation Officer

Wines
- Lion Nathan, Group Technical Director
- Constellation Brands, VP Packaging
- The Wine Group, Brand Director
- E&J Gallo, VP Innovation and Research
- Caviro, Director Marketing and NPD

Beer
- United Breweries, CEO
- AB Inbev, VP Innovation and Sustainability
- Heineken, Chief Brewer
- SAB Miller, Chief Commercial Officer
- Carlsberg, Director Sustainability

Tea
- Unilever, Director Beverage Packaging and Innovation
- Associated British Foods, Category Manager Packaging
- Tata Global Beverages, President

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**BEVERAGE PACKAGING INNOVATION**

**ADVERTISING PACKAGE**

Quality content, combined with a first-class approach to circulation, will ensure that advertisers are able to reach and impress the business leaders they need to influence.

**The advertising package includes:**
- an effective campaign that combines the best of print and digital marketing options
- a highly targeted and audited circulation
- an online supplier listing

A strictly limited number of advertising positions have been made available and the costs are as follows:

<table>
<thead>
<tr>
<th>Position</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-page spread (DPS)</td>
<td>£9,900</td>
</tr>
<tr>
<td>Single page</td>
<td>£5,900</td>
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<tr>
<td>Half page</td>
<td>£3,950</td>
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<tr>
<td>Island</td>
<td>£3,500</td>
</tr>
</tbody>
</table>

**Beverage Packaging Innovation** allows you to reach the most influential decision-makers worldwide. Your message will identify you clearly as a leading solutions provider.

**Page alternatives:**
- 1,400-word interview
- 1,400-word case study/editorial
- 600-word interview
- 600-word case study/editorial

Effective marketing campaigns take a multimedia approach and combine digital with print. The more advertising channels you use, the better the results.

**CONTACT**

Jerry Taylor, Publication Manager  
E: Jerry.taylor@globaltrademedia.com  
T: +44 (0) 207 936 6400

**Special positions:**
- Outside back cover .......... £7,900
- Inside front cover .......... £7,900
- Inside back cover .......... £6,900
- Inside front cover DPS .. £11,900