PROJECT CONCEPT

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. Technical research and development is at the forefront of delivering the required innovation driven by consumer and commercial demands. This specialist publication 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, Beverage Packaging innovation 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.

Supported by the market intelligence resources of Canadean (now GlobalData Consumer), Beverage packaging innovation tracks the size of the market, consumer trends and motivations and their impact on beverage packaging worldwide.

Covering over 80 countries and 170 product categories GlobalData consumer provides 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.

In addition to the analysis of market information there is also access to the databases Packaging Launch Analytics and Pack-Track which capture all new product launches monthly and evaluate their levels of innovation and inspiration.
READERSHIP

The packaging development, innovation, marketing, procurement and strategic readers of *Beverage Packaging Innovation* have the authority to recommend, specify or authorise over 73% of all spend within their respective beverage categories.

Beverage Packaging Innovation can help you to influence the right people by communicating directly with the global packaging industry community’s decision-makers. 10,000 hard copies are sent to:

- Global Packaging Director
- World Wide Head of Innovation & Packaging Materials
- Head of Packaging Innovation & NPD
- Vice President of Packaging Technology
- Director of Packaging Development
- R&D Director
- VP Innovation
- Chief Designer
- Snr VP Procurement
- Director of Packaging Materials

Beverage Packaging Innovation Categories Include:

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

GEOGRAPHICAL DISTRIBUTION

North America 32%

Europe 41%

Asia 20%

South America 4%

Rest of World 3%
EDITORIAL

Make informed decisions and identify market opportunities quality content is at the heart of Beverage Packaging Innovation.

In conjunction with our editorial board we select current, critical themes to explore in each edition. Brand owners contribute insight and innovation. This in turn enables our readers to gain a complete picture of the current market trends, key players and analyse the competitive landscape, making informed decisions and identifying opportunities. GlobalData Consumer is a full-service business information provider with in-house market research and consulting capabilities. We specialize in analysis of consumer packaged goods markets through the value chain, covering raw materials suppliers, packaging converters, producers, distributors, and consumers. GlobalData’s dedicated research and analysis teams consist of experienced professionals with an industry background in marketing, market research, consulting, and advanced statistical expertise. We offer value-added market research, insight, and strategic analysis, and our products help companies to make better, more informed, strategic and tactical sales and marketing decisions.

EDITORIAL OVERVIEW

Beverage Packaging Innovation will have leading editorial from across the beverage value chain; from insight into resource efficiency of raw materials, through innovation in packaging development, through to end of life and the move towards a circular economy.

- **Key Mega Trends in beverage packaging**
  Consumer trends and motivations – where is growth coming from next?

- **Global Consumption by category and region**
  Carbonated soft drinks, juice drinks, bottled water, sports/energy drinks, beer, wines and spirits, tea and coffee, alternative beverages

- **Innovation by packaging format**
  Looking at the latest product launches in metal, glass, paper, plastic—why are they innovative and the impact of their use on the market

- **Innovation Overview**
  Innovation drivers, consumer demands, cost reduction, logistics efficiency, legislation, sustainability

- **Innovation in engagement and use**
  Smart packaging, product authentication, labelling and coding as well as innovation in dispensing, mixing or closures

- **Future Focus**
  Where is the next opportunity or growth area coming from? Is their legislation or regulation on the horizon and how will it impact the industry?
2017 EDITORIAL ADVISORY PANEL

Current contributors include:

Dairy
- Danone, Head of New Product Innovation & Director of Packaging
- Dairy Farmers of America, Chief Operating Officer; Consumer Brands, Global Dairy Products Group
- Lactalis, Chief Packaging Procurement Director
- 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 & Packaging Development
- Cott – CMO
- Dr Pepper Snapple – SVP Marketing
- Red Bull, Chief Purchasing Officer

Water
- Danone, Director Packaging Research Centre
- Ciel, Head of Innovation & Packaging Development
- Nestlé, CEO & CTO Nestle Waters

Spirits
- Diageo, Director Packaging Development & Director Brand Protection
- Pernod-Ricard, Head of Product Authentication & Innovation
- 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, Head of Global Packaging Development
- SAB Miller, Director of Procurement
- Carlsberg, Director of Packaging

- HP Indigo on track-and-trace technology
- Nestlé, CEO & CTO Nestle Waters
- Pick up the trace
- NFC technology is fast becoming beverage packaging’s tool for authentication
- Winter 2016
- Close the loop
- How minimum material use and maximum consumer engagement are driving carbon-neutral packaging
ADVERTISING PACKAGE

Rich quality content, combined with a first-class approach to circulation, will ensure that advertisers are able to reach and impress the strategic decision makers 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:

Single page ......................... £5,900
Half page ............................. £4,100
Island ................................. £4,500

Premium positions:
Outside back cover .................. £8,900
Inside front cover ................... £8,900
Inside back cover ................... £7,900
Inside front cover DPS ............. £12,900

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 Director
E: Jerry.Taylor@globaltrademedia.com
T: +44 (0)20 7936 6514