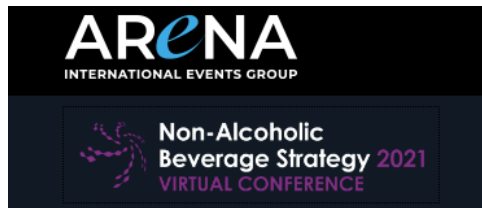


Press Release

18<sup>th</sup> January 2021: *For Immediate Publication*



**What:** Non Alcoholic Beverage Strategy

**When:** 10 February 2021

**Where:** Virtually

**For who:** The biggest names in the non-alcoholic beverage industry.

**Why:** 100+ leaders in the non-alcoholic beverage industry will shed light on crucial market growth strategies, share exclusive case studies, and collaborate on risks, consumer trends, clean labeling and cutting-edge technological growth hacks.

## Non Alcoholic Industry Leaders Harness Global Gains while ‘Driving Good’.



Beyond Dry January, non-alcoholic beverage consumption will continue to increase, alongside changes to health and wellness awareness, clean labelling and sustainability.

According to Nasdaq, “Beverage behemoth PepsiCo Inc. **PEP** and The Coca-Cola Company **KO** started early in their quest to explore energy and health drink options due to the increased awareness about obesity concerns related to the consumption of carbonated drinks and the health hazards of artificial sugars used in soft drinks.”

The Covid-19 pandemic-induced initial rise in alcohol consumption was quickly followed by a 44% increase in non alcoholic beverages, a trend which has been harnessed by brands like PepsiCo, Coco Cola, Nestle, and Anheuser-Busch InBev.

According to Neilson- this non-alcoholic purchasing growth exists across every generation. It was equally reassuring to the newer non-alcoholic providers such as Innocent and Ceder’s alt-gin.

## **The 9<sup>th</sup> Annual Non-Alcoholic Beverage Strategy 2021 Virtual Conference**

These and 100 other names will be in virtual attendance at the [9th Annual Non-Alcoholic Beverage Strategy 2021: Virtual Conference](#) on the 10th of February.

Over 100 industry experts will login to meet like-minded peers, engage in interactive roundtables and host informative panel discussions. It will be launched on a brand new bespoke platform built by organisers, for delegates and sponsors to best replicate the live event experience, lead generation and networking.

### **What kind of appetite do non-alcoholic consumers have in 2021 and beyond?**

Research shows that change is on the horizon and companies are being held accountable for their practices both in terms of health and global sustainability.

Nick Canney, European Managing Director of **Innocent** will deliver an opening keynote called ‘Building a better Business: Driving Good through Beverages’. His topics will touch on becoming a B-Corp, brand alignment and surviving turbulence to achieve financial visions and long-term market growth goals.

**Eckes-Granini Group** Innovation manager Kiran Jainani will discuss a successful road map for the new home working structure caused by the pandemic. As of January 2021, the entire carbon footprint of Eckes Granini and all eleven European subsidiaries will be offset. These are just a few market changes on the horizon.

Other leaders who will be in attendance include **Nestle Waters, Coca Cola European Partners, PepsiCo, Britvic, Anheuser-Busch InBev**, and more.

Delegates can register at: <https://www.arena-international.com/nabs/>

### **Enhanced virtual technology:**

With a bespoke 2021 platform that incorporates AI and ML, as well as instant video calls, recording functionality and in depth analytics, this virtual experience best replicates the real time traffic and engagement of a live conference,” says Alex O’Leary from Arena Events.

### **About Arena International:**

Each year, over 10,000 business executives from Fortune 1000 companies attend over 80 Arena International events worldwide, addressed by over 1,700 industry leaders delivering leading edge content and discussion. We identify the pioneering case studies, innovative solutions and up-to-the-minute discussion topics that comprise programmes of wholly unbiased integrity. Arena International events group (part of Global Data) bring together sponsors and delegates in a way that maximises business outcomes by providing uncompromised value rooted in business intelligence.

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