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"FUTURE SMARTS" December 11, 2000 Conference

Conference Program

<i>Welcome & Opening Remarks</i>	JOHN SICHER, EDITOR/PUBLISHER Beverage Digest
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<i>"Turning Water Into Gold"</i>	ED SLADE, PRESIDENT Fiji Water
<i>"Data Without Insight Is Overhead"</i>	STEVE SCHMIDT, PRESIDENT NORTH AMERICA ACNielsen
<i>"Value & How We Do It At Cadbury Schweppes"</i>	DOUG TOUGH, PRESIDENT & CEO Dr Pepper/Seven Up
<i>"Beverages, Golf & The Internet"</i>	MIKE WEINSTEIN, CEO Snapple Beverage Group
<i>"Century Of Choices"</i>	JACK STAHL, PRESIDENT Coca-Cola Company
<i>"The Industry From A Bottler's Perspective"</i>	FRANK HARRISON, CHAIRMAN & CEO Coke Consolidated
<i>Live, On-Stage Interview</i>	GEORGE KALIL, PRESIDENT Kalil Bottling
<i>"Talking To The Consumer"</i>	BILL PECORIELLO, ANALYST Sanford Bernstein
<i>Impromptu Q & A</i>	MANNY GOLDMAN, ANALYST ING Barings
<i>"Waking The Sleeping Giant"</i>	CJ FRALEIGH, VP COLAS Pepsi-Cola Company

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