

**O R D E R F O R M**  
**CD-ROM of BEVERAGE DIGEST'S**  
**"FUTURE SMARTS" December 13, 2004 Conference**

***Conference Program***

<i>Welcome &amp; Opening Remarks</i>	Beverage Digest JOHN SICHER, EDITOR/PUBLISHER
<i>"Executing with Excellence"</i>	Coca-Cola Company NEVILLE ISDELL, CHAIRMAN & CEO
<i>"Ocean Spray: Unleashing the Wave"</i>	Ocean Spray RANDY PAPAPELLIS, PRESIDENT & CEO
<i>"Emotional Connection"</i>	Grey Worldwide North America STEVE BLAMER, CEO AND TIM MELLORS, PRESIDENT & CHIEF CREATIVE OFFICER
<i>"PBG Europe: Growth Driver for PBG"</i>	Pepsi Bottling Group YIANNIS PETRIDES, PRESIDENT PBG EUROPE
<i>Visionary Award Presentation</i>	Recipient: Mike Weinstein FORMER CEO SNAPPLE BEVERAGE GROUP
<i>"Listening &amp; Responding to the Voice of the Consumer"</i>	Cadbury Schweppes RANDY GIER, CHIEF MARKETING OFFICER CADBURY SCHWEPES AMERICAS BEVERAGES
<i>Live, On-Stage Interview</i>	Dr Pepper/Seven Up Bottling Group JIM TURNER, CHAIRMAN & CEO
<i>"2005: A Year of Challenge &amp; Uncertainty"</i>	Morgan Stanley BILL PECORIELLO, BEVERAGE INDUSTRY ANALYST
<i>"Managing Growth"</i>	Cott Corporation JOHN SHEPPARD, CEO
<i>"Getting Smart with Innovation"</i>	Brain-Twist LARRY TRACHTENBROIT, PRESIDENT & CEO
<i>"PepsiCo Health and Wellness: Capturing Growth at the Intersection"</i>	PepsiCo BROCK LEACH, CHIEF INNOVATION OFFICER & SENIOR VP

**Price:** \$125 each for non-attendees; conference attendees will automatically receive a CD-ROM free of charge.

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