

Hear Top Industry Executives and Experts **On Your iPod or Smart-Phone.**

CD-ROM of BD's Year-End 2011 Conference **Includes Audio of Interviews and Presentations**

Dear Executive:

This year again, we are **offering a new and enhanced type of CD-ROM** of the "Future Smarts" conference held in New York City on December 12, 2011. The conference featured interviews with, and presentations by, top industry executives and experts (see list on reverse side).

The conference CD-ROM includes audio files -- in mp3 format -- of each on-stage interview and speech (excluding responses to audience questions). So, you can listen to most of the conference on your computer, iPod or other mp3 player.

The CD-ROM also includes the PowerPoint slide presentations used at the conference.

Pricing. Paid conference attendees receive the CD-ROM for free and need to do nothing else. **BD** subscribers, who did not attend the conference, may buy the CD-ROM for \$405. For all others, the price is \$605. The cost of attending the conference was \$735.

You may use the Order Form on the other side of this letter to order the CD-ROM.

Please don't hesitate to contact me, if you have any questions.

Sincerely,

John Sicher
Editor/Publisher
sicher@beverage-digest.com

P.S. Fax the Order Form on the other side of this letter to (914) 244-0774 with credit card information for fastest processing.

ORDER FORM
CD-ROM of BEVERAGE DIGEST'S
"FUTURE SMARTS" December 12, 2011 Conference

Conference Program

COCA-COLA COMPANY*	CHAIRMAN & CEO	MUHTAR KENT
COCA-COLA ENTERPRISES*	PRESIDENT EUROPE GROUP & EXEC. VP	HUBERT PATRICOT
COCA-COLA UNITED*	CHAIRMAN & CEO	CLAUDE NIELSEN
DR PEPPER SNAPPLE GROUP*	CEO	LARRY YOUNG
PEPSICO*	CEO PEPSICO AMERICAS BEVERAGES	AL CAREY
PEPSI ADMIRAL BEVERAGES*	PRESIDENT & CEO	KELLY CLAY
POLAR BEVERAGES*	CEO	RALPH CROWLEY
BRAIN-TWIST	CEO	LARRY TRACHTENBROIT
CONSUMER EDGE RESEARCH*	CEO	BILL PECORIELLO
KANTAR RETAIL AMERICAS	CEO	KEN HARRIS

*** On-stage Interview. Complete audio file included on CD-ROM (excluding audience Q&A).**

Price: Paid conference attendees will automatically receive a CD-ROM free of charge. Subscribers to Beverage Digest that did not attend the conference: \$405; All others: \$605.

Please rush me _____ copy(s) of the "Future Smarts" December 12, 2011 Conference CD-ROM.

Charge My: American Express MasterCard Visa

Card Number: _____ Exp. Date: _____ Security Code: _____

Check Enclosed (made payable in US funds to *Beverage Digest*). Amount \$ _____

Bill Me. I'll honor your invoice. Please initial here: _____

Name _____ Title _____

Company _____

Address _____ City _____ ST _____ Zip _____

Phone _____ Fax _____

TO ORDER: **FAX to 914-244-0774; PHONE 914-244-0700**
or MAIL to *Beverage Digest*, P.O. Box 621, Bedford Hills, NY 10507-0621