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Conference Program

Welcome & Opening Remarks

Beverage Digest

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Pepsi-Starbucks

TRACEY DOUCETTE, VP & GENERAL MANAGER,
PEPSI-STARBUCKS JOINT VENTURE

Live, On-Stage Interview

Citigroup

LEON KALVARIA, MANAGING DIRECTOR &
HEAD OF CONSUMER/HEALTHCARE INVESTMENT BANKING

"Growing Our Business Through Customer Service"

Pepsi Bottling Group

BRENT FRANKS, SENIOR VP & CHIEF CUSTOMER OFFICER N.A.

Live, On-Stage Interview

Special Appearance

WILLIAM DONALDSON, FORMER CHAIRMAN S.E.C. &
N.Y. STOCK EXCHANGE

"Creating Value in Americas Beverages"

Cadbury Schweppes

KEN HANNA, CFO

"Reinventing Marketing for the 21st Century"

Coca-Cola Company

JOHN HACKETT, SENIOR VP MARKETING, COKE NORTH AMERICA

"Retailer Brand Beverage Opportunities"

Cott Corporation

CLYDE PRESLAR, CFO & EXECUTIVE VP

"The Future of Direct Store Distribution"

Sanford C. Bernstein

ROBERT VAN BRUGGE, BEVERAGE INDUSTRY ANALYST

"Blak & Blue"

Morgan Stanley

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"How Brain-Twist Innovates"

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Coca-Cola Enterprises

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