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This year's "Wall Street Smarts" Conference -- held June 14th in NYC -- covered a range of key industry issues, including:

- **Soda taxes**
- **Beverage company M&A**
- **Wal-Mart, other major retailers and pricing**
- **New sweeteners**
- **Marketing and Delivery of Beverages**

Top industry executives and experts (see list on reverse side) presented at the conference. We are **offering a CD-ROM** of the conference presentations.

The conference CD-ROM includes audio files -- in mp3 format -- of each speech and interview (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 PowerPoint slide presentations used at the conference, in pdf format.

Pricing. Paid conference attendees will automatically 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 \$175. For all others, the price is \$275. The cost of attending the conference was \$715.

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

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Ball Corporation	President Metal Beverage Packaging Americas	Michael Hranicka
Centerview Partners	Co-Founder & Partner	Blair Effron
Coca-Cola Enterprises	U.K. Vice President & General Manager	Simon Baldry
PepsiCo	CMO Americas Beverages	Jill Beraud
Dr Pepper Snapple Group	President Packaged Beverages	Rodger Collins
Consumer Edge Research	CEO	Bill Pecoriello
Wild Flavors	Senior Vice President Strategy & Technology	Victoria de la Huerga
PepsiCo	Chief Commercial Officer Americas Beverages	Tom Greco
J.P. Morgan	Beverage Industry Analyst Retail Industry Analyst	John Faucher Charles Grom

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