



- 8:00** Registration and Networking Breakfast
- 9:00** **Welcome**
Duane Stanford, Editor & Publisher
- 9:15** **Beyond Boundaries: Navigating Global Markets and Consumer Trends**
John Murphy, President and Chief Financial Officer: The Coca-Cola Company
- 9:45** **Mastering the Modern Beverage Landscape**
Andrew Archambault, President, U.S. Refreshment Beverages: Keurig Dr Pepper
- 10:15** **Shaping the Future of PepsiCo Away From Home**
Anne Fink, President, Global Foodservice: PepsiCo
- 10:45** Networking and Refreshments
- 11:15** **The View From Wall Street**
Bonnie Herzog, Managing Director: Goldman Sachs
Lauren Lieberman, Managing Director: Barclays
Nik Modi, Managing Director: RBC Capital Markets
- 12:15** **Integration & Diversification Across CPG Manufacturing, Distribution, and Retail**
Branden Muhl, Chief Executive Officer: Mahaska
- 12:45** Networking Lunch
- 1:55** Beverage Digest Awards Presentation
- 2:00** **Reinventing Soda: Wellness, Innovation, and Market Disruption**
Ben Goodwin, Co-Founder and Chief Executive Officer: Olipop
- 2:30** **The Bottling Blueprint: Operations, Technology, and Market Strategy**
Bill O'Brien, Chief Executive Officer: Reyes Coca-Cola Bottling
- 3:00** Networking and Refreshments
- 3:30** **Retail Dynamics: Insights from a Full-Service Grocery Wholesaler**
Sandy Douglas, Chief Executive Officer: UNFI
- 4:00** **Quenching New Desires: Marketing, Generational Shifts, and Brand Strategy**
Dave Burwick, Former Chief Executive Officer: Boston Beer
- 4:30** Closing

