



MONDAY 6 JUNE 2016 – HOTEL GRANDE BRETAGNE

14.30 - 17.30 ASSOCIATIONS' MEETING

Internal meeting of spiritsEUROPE trade association members

18.00 – 19.00 ESCLG GENERAL ASSEMBLY

Internal meeting of spiritsEUROPE corporate members

TUESDAY 7 JUNE 2016 - HOTEL GRANDE BRETAGNE

9.00 SPIRITS EUROPE GENERAL ASSEMBLY (*Members only*)

Welcome words by the Presidents of the hosting organisations:

- Mr. Kaloyannis - SEAOP
- Mr. Revah - ENEAP
- Mr. Kaloussis – SEVT (Greek Food & Drink Trade Association)

11.00 Coffee break



CONGRESS

11.30 – 13.00 PANEL 1: *Is there really no safe level of drinking?*

Every day, consumers face a number of decisions about how to maintain a healthy lifestyle. What foods should we eat? How often should we exercise? How much alcohol is safe to consume? Information comes from health professionals, governments and industry: it changes over time, sometimes drastically. Does the information change because of new science? Or for dogmatic reasons? What are the purposes of drinking guidelines – to inform people, change behaviour or to demonize industry...? Who are the target of those guidelines - all drinkers, heavy drinkers, or the policy-makers themselves...?

- *Alcohol without shadow, from intoxication to “Genuss”*
Prim. Univ. Prof. Dr. Michael Musalek, Head of Department at the Anton Proksch Institute, Austria
- *The Dutch perspective: Is abstinence better than light drinking?*
Prof.dr. Frans J Kok, Emeritus Professor Nutrition & Health - Division of Human Nutrition - Wageningen University, The Netherlands
- *A brief history of the UK guidelines and their increasing illiberality, and mendacity about the health evidence*
Tony Edwards, Former BBC TV science producer and award-winning medical journalist (author: “The Good News About Booze” - 2013)

13.00/14.00 Buffet Lunch

14.00 PANEL 2: How to market spirits – consumer trends?

Every food and drink manufacturer is trying to uncover just what makes ‘the Millennial’ eat, shop, choose, and spend. But there is more than one thing that drives Millennials. They are a fascinating, powerful, and often confusing bunch whose purchasing decisions are driven not just by how much money is in their bank account. We set out to uncover what drives Millennials’ choices when it comes to alcoholic beverages and how producers and distributors are reacting to meet expectations.

- **Macro trends in food and drink, and the implications for alcoholic beverages**
Andy Wardlaw - Insights Director, MMR Research Worldwide
- **Why Millennials are crushing the dreams of marketing directors**
Joël Harrison - Drinks Writer and Presenter
- **What is on offer from pubs and restaurants?**
Robyn Black - Deputy Editor of “Inapub” online magazine
- **The problem with the over-50s**
Adrian Golthorpe, Managing Director of Lothar Böhm London

15.30/16.00 Coffee break

16.00 PANEL 3: Learning from our hosts: what are the obstacles and opportunities for sustainable growth in Greece and southern Europe

The Foundation for Economic & Industrial Research (IOBE) will introduce the session, presenting the state of the spirits sector, challenges and opportunities for growth, including over-taxation, illicit trade, untaxed categories, etc. What are the unintended consequences that have emerged from these policies, what are the synergies that could be built between sectors to mitigate risks and set the base for sustainable growth?

- **State of affairs for the sector in Greece - challenges and opportunities for growth**
Nikolaos Vettas, Director General IOBE (Foundation for Economic and Industrial Research)
- **Policy and consequences: comparison with southern European countries**
Giorgos Pitsilis, Secretary General for Public Revenue
- **Illicit trade and its repercussions**
Georgios Vasileiadis, Secretary General against Corruption
- **Spirits and Tourism Industry**
Georgios Vernikos, Secretary General of Greek Tourism Confederation (SETE) & President of the Economic and Social Council of Greece
- **Spirits and Retail Market**
Kostas Machairas, President of Research Institute in Retail Consumer Goods

17.30 END

NO MEETINGS ON WEDNESDAY 8 JUNE



SOCIAL PROGRAMME

MONDAY 6 JUNE, 20:00 TO 22.30



**Welcome reception/Cocktail dinner
at Kuzina Restaurant**

15 minutes' walk from the hotel

Meeting at 20.00 in the hotel lobby

TUESDAY 7 JUNE, 19:30 TO 23.00



Dinner at Piraeus Port – Restaurant Varoulko

Bus drive to the restaurant

Meeting at 19.30 in the hotel lobby

WEDNESDAY 8 JUNE, 9.30 TO 13.30



Visit of the Acropolis Museum & Lunch

15 minute walk from the hotel. A two hour visit from 10.00 to 12.00 followed by lunch at the museum (all over by 13.30)

Meeting at 9.30 in the hotel lobby

(Note: Participants to organise own transfers to the airport)