

# InterBev<sup>®</sup> 2010



## NEWS RELEASE

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### **DON'T MISS YOUR CHANCE TO BE A PART OF BEVERAGE INDUSTRY HISTORY IN THE MAKING**

#### **INTERBEV 2010 IS 3 WEEKS AWAY!**

**WASHINGTON, D.C.** -- InterBev 2010, the beverage industry's premier trade show, brought to you by the American Beverage Association (ABA) and the International Bottled Water Association (IBWA), is just around the corner. Change is happening faster than ever in our industry, and InterBev is the place to see the latest in our industry's challenges, trends and solutions.

"This is a new era for InterBev, bringing together the best of previous shows with the addition of signature live events, including an Industry Town Hall, the Beverage Innovation Awards and more," said Susan K. Neely, ABA president and CEO. "InterBev is surely the place to be for members of our industry."

"There is no doubt that InterBev 2010 will bring a whole new level of energy and excitement for both attendees and exhibitors alike," said Joe Doss, IBWA president and CEO. "Participants will clearly get even more value out of this year's show, educational seminars and networking opportunities than ever before."

Among the new and exciting events at InterBev 2010 will be the opportunity to hear from William McDonough, author of *Cradle to Cradle*. Recognized by *Time* magazine as a "Hero for the Planet," McDonough has a long list of accomplishments in environmentally sound, sustainable architecture and design. Also of note will be a discussion on the challenges of doing business in the 21<sup>st</sup> century featuring Irial Finan of The Coca-Cola Company. Finan has more than 28 years of worldwide experience at Coca-Cola, and hearing his perspective on the future of the beverage industry is something that shouldn't be missed.

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## INTERBEV 2010/ADD ONE

Opening day of the trade show also will feature an Industry Town Hall. Featuring top executives from three of the beverage industry's largest players - J. Alexander M. (Sandy) Douglas, president and chief operating officer, North America Group, The Coca-Cola Company; Jim Johnston, president, concentrate sales, Dr Pepper Snapple Group; and Tom Bené, president, Pepsi-Cola North American Beverages - this panel will be a groundbreaking event moderated by *Beverage Digest* Publisher John Sicher, on a range of relevant topics affecting the industry and how they are coming together to affect positive change.

InterBev is the only event tailored to America's non-alcoholic beverage producers, suppliers, bottlers and other industry professionals. Whether you are a stakeholder, seasoned veteran or a newcomer to the beverage industry, you won't want to miss InterBev 2010 in Orlando, Fla., September 22 to 24. For more information on InterBev 2010, please visit [www.interbev.com](http://www.interbev.com). For more information on the InterBev Beverage Innovation Awards Program and Dinner, please visit, [www.interbevawards.com](http://www.interbevawards.com).

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*The American Beverage Association is the trade association representing the broad spectrum of companies that manufacture and distribute non-alcoholic beverages in the United States. For more information on ABA, please visit the association's Web site at [www.ameribev.org](http://www.ameribev.org) or call the ABA communications team at (202) 463-6770.*

*The International Bottled Water Association (IBWA) is the authoritative source of information about all types of bottled waters. For more information on IBWA, please visit the association's Web site at [www.bottledwater.org](http://www.bottledwater.org) or call the IBWA offices at (703) 683-5213*