

*Allegra*  
**WORLD  
COFFEE  
PORTAL**

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CEO FORUM



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**September 15-16, 2016**  
Intercontinental Times Square  
New York City

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# About

Allegra World Coffee Portal CEO Forum is an exclusive, two-day global gathering of over 200 senior leaders and influencers from across the coffee, café and related food-to-go sectors.

Returning for its second year, the event will take place September 15-16, 2016 at the Intercontinental Times Square, New York, offering an unprecedented line-up of inspirational speakers, thought leadership and critical business insight.

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## Speakers 2016

This year's impressive line-up of speakers includes:



**Mark Romano**  
Senior Director  
Education, Quality &  
Sustainability  
**illycaffè**



**Ambereen Sheikh**  
Vice President & B2B  
Commercial Director  
**Nespresso**



**Doug Satzman**  
CEO, USA  
**Le Pain Quotidien**



**Stanley Hainsworth**  
Founder & Chief  
Creative Officer  
**Tether**



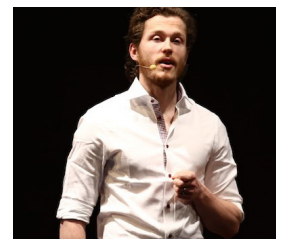
**John W. Buckner**  
Vice President,  
Marketing  
**S&D Coffee & Tea**



**Ricardo Tavares**  
CEO  
**Montesanto Tavares  
Group**



**Jennifer Liu**  
Founder & Chairman  
**Sir Hudson  
International**



**Maxwell Colonna-  
Dashwood**  
Partner  
**Colonna**



**John Moore**  
Assistant General  
Manager  
**Volcafe Specialty  
Coffee**



**Nicholas Stone**  
Founder & CEO  
**Bluestone Lane**



**David Donde**  
Founder  
**Truth Coffee**



**Jeffrey Young**  
CEO  
**Allegra Group**



**Doug Zell**  
Co-Founder  
**Intelligentsia Coffee**





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# Agenda

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## Thursday, September 15

### 8.45am | Conference: New Innovators and the Threats and Opportunities for Big Brands

Nine key themes to be explored:

- 1 Industry research from Allegra Project CaféUSA 2016**  
Project CaféUSA 2016 is a ground-breaking study of the US coffee market. The research will unveil latest industry trends as well as valuable consumer insight.
- 2 Key mega trends shaping global business agendas over the next 3-5 years**
- 3 Economic, social and environmental challenges affecting the industry**
- 4 Actionable learnings for success from global leaders**
- 5 How must the coffee sector adapt to the new age of consumers? (Millennials, Gen Z and beyond)**
- 6 Global health and wellness trends: impact on the coffee, cafe and related food-to-go sectors**
- 7 Building a global brand: optimising multiple marketing channels in a complex world**
- 8 Critical technological enablers and disruptors**
- 9 What is The Fourth Wave? And how will it shape the future of coffee and foodservice?**

### 7pm | Black-Tie Gala Dinner

Following the CEO Forum, delegates will attend the black-tie gala dinner and Coffee Art Project charity auction in support of Project Waterfall. This evening will provide an excellent opportunity for quality networking with industry peers.

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## Friday, September 16

### 9.30am | Study Tour

On the morning of September 16, attendees will explore New York's newest coffee shops and roasteries within an inspirational Study Tour — an informal opportunity to network with leaders, as well as learn about emerging trends and concepts.

### Afternoon | The New York Coffee Festival

The New York Coffee Festival celebrates New York's burgeoning coffee scene and is a unique coffee and artisan food event. Targeting both trade and consumer visitors, the Festival provides a valuable, experiential business platform for new and successful brands in this sector. The New York Coffee Festival provides unparalleled opportunity to directly engage with more than 4,000 industry decision makers and influencers, including coffee chain operators, professional baristas, coffee roasters, equipment and service providers, independent coffee bar owner/manager, and more than 8,000 discerning coffee lovers and avid foodies.

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## Attendance Costs

Standard tickets cost \$1,200 USD per delegate, and include the following:

- Full-day access to Conference
- Hospitality at Black-Tie Gala Dinner and Charity Auction
- Place on Study Tour
- VIP access to The New York Coffee Festival

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## Accommodation

All-inclusive packages including one or two night's accommodation at The Intercontinental Times Square are available, from \$1,800-\$2,400 including taxes.

Please contact us for more information.

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## Contact

Places are strictly limited. To reserve your place or for inquiries, please contact:

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**Tom Francis**

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**tfrancis@allegra.co.uk**

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## Allegra World Coffee Portal

Allegra World Coffee Portal is a powerful information platform serving the global coffee and related food-to-go sectors. World Coffee Portal provides real-time data, reports, research and consulting services to help companies make informed decisions and understand market trends and dynamics.

World Coffee Portal is an Allegra Group company.



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