

FRIDAY 6TH FEBRUARY 2009

Schöller's

21st Celebration

AT THE GROVE, HERTFORDSHIRE



Schöller is 21

Schöller's

21st Celebration

Welcome

I would like to welcome you here today to celebrate 21 years supplying Mövenpick ice cream to the catering industry. Over the years Schöller and the Mövenpick ice cream brand have grown with the support of many of the distributors and customers here today and has helped to provide us with the opportunity to celebrate this unrivalled success story within the UK Catering ice cream industry.

It's going to be a double celebration, as we will be introducing the new Mövenpick logo and innovation programme for 2009 – the next step on the road to success for Mövenpick ice cream.

It is with great personal pleasure that I welcome old friends and new to share in our celebrations and I hope that the day will be both informative and exciting but above all enjoyable!

Best wishes



Michael J Godwin,
Managing Director, Schöller

SPEAKERS

Mike Godwin, Managing Director, Schöller

Since opening the British operation of Schöller Ice Cream 20 years ago, Mike has not just witnessed, but positively driven, a transformation in the British 'out of home' ice-cream market.

Mike was born in 1945 and brought up in Guildford and served for ten years with the Royal Navy in communications before joining Lyons Maid. By his own account Mike's progress was rapid – sales rep, area manager, national accounts controller – before branching out to set up his own ice cream consultancy, offering marketing advice to household names.

The opportunity to take the helm of his very own company came in 1989. Schöller, the luxury German ice cream manufacturer, felt that the British were – at long last – gaining an appetite for premium brands and would welcome the opportunity to apply an indulgent offer to a catering setting such as a restaurant. The company turned to Mike to establish its British operation.

Since then both the profits and many industry awards (including Best New Dessert Product for the Mövenpick Mandarin and Cranberry Ice Cream last year) have been rolling in. Guildford-based Schöller UK has been owned by Nestlé since 2002, but due to the entrepreneurial nature of the business, Schöller operates as a 'stand alone' company.

Massimiliano Pogliani, International Marketing & Communications Director, Mövenpick Ice Cream



Following a degree magna cum laude in Economics with a specialisation in Marketing and Business Administration, Massimiliano Pogliani gained 15 years of extensive experience in the marketing and commercial area of leading companies. He was born in Milan (Italy) in 1965 and speaks Italian, French, English and German.

Massimiliano is currently International Marketing & Communication Director of Nestlé Super Premium S.A., a new company of the Nestlé Group created to accelerate expansion of existing Nestlé brands in the super premium segment of consumption. Based in Lausanne, Switzerland, Nestlé Super Premium S.A. is initially focussing on international development and expansion of the Mövenpick ice cream brand that is already available in 38 countries.

Prior to this, Massimiliano held the position of Head of International Retail & Customer Management at Nestlé Nespresso S.A. where he developed and managed the retail media strategy & category management approach which drove Nespresso to market leadership in Europe and increased distribution from 7,000 to 20,000 POS. He was also in charge of the development of the Nespresso international Boutique network, as well as, the operations of the Nespresso Club worldwide.

Before joining Nespresso, Massimiliano was International Marketing Director of Saeco International Group, where he defined and implemented the Group marketing strategy which led Saeco and Gaggia to European leadership in the espresso coffee machine segment in 2002. As part of the management team, he was responsible of the Group listing at the Milan stock exchange in 2000.

Massimiliano previously gained experience holding marketing management positions at Vaillant GmbH both in Italy and in Germany.

Rohit Talwar, Global Futurist



Rohit is an award winning futurist speaker, entrepreneur, specialist advisor and strategic change agent and the founder of the research and consultancy organisation Fast Future.

He was nominated as one of the top ten global future thinkers by the UK's

Independent newspaper. He spends his time traveling the world researching the ideas that will shape the future and meeting the people and organisations behind them. Rohit has spoken to audiences of leaders around the world and his book on Designing Your Future was published in partnership with ASAE & The Centre for Association Leadership on August 16th 2008. He is currently in high demand for his inspirational speeches on winning in downturn. Rohit has undertaken in depth research on the future of food and is a regular speaker on food and drink futures around the world. He also led the futures and horizon-scanning programme for the UK Department for Environment Food and Rural Affairs (DEFRA) for two years.

Adrian Moorhouse MBE, Managing Director, Lane4



Adrian Moorhouse is the Managing Director of Lane4 and an Olympic Gold Medallist.

Drawing on extensive commercial expertise and an elite sporting background, Adrian balances his leadership role with performance

consultancy projects for clients. He specialises in the fields of leadership development, organisational change and senior team facilitation. Adrian's approach to people development is shaped by both reaching his own sporting potential through coaching and his experiences of developing Lane4 into an international organisation over the last 14 years.

PROGRAMME

Seminar

- 12:30 WELCOME LUNCH**
- 14:00 INTRODUCTION AND A BRIEF HISTORY OF SCHÖLLER**
Mike Godwin, Managing Director, Schöller
Mike will present the highlights of the last 21 years, how it all began, and the story behind Mövenpick ice cream.
- 14:15 THE RE-BRANDING OF THE MÖVENPICK ICE CREAM LOGO**
Massimiliano Pogliani,
 International Marketing & Communications Director,
 Mövenpick Ice Cream
Massimiliano will present the re-launch of Mövenpick ice cream worldwide, detailing the reasons for the changes, and showcasing the new logo and the strategy for the future.
- 14:35 WINNING IN THE FOODSERVICE BUSINESS DURING A DOWNTURN**
Rohit Talwar, Global Futurist
Rohit's presentation will provide an eye opening vision of what the future may hold for the foodservice sector and its impacts to all businesses. In particular, he will look at how you can win in an economic downturn and how you can profit using super premium brands.
- 15:35 AFTERNOON TEA**
- 16:00 THE MÖVENPICK ICE CREAM BRAND IN THE UK**
Mike Godwin, Managing Director, Schöller
Mike will describe how the changes will be implemented within the UK over the forthcoming year.
- 16:15 MENTAL RESILIENCE AND STAYING POSITIVE IN DIFFICULT TIMES!**
Adrian Moorhouse MBE
Adrian Moorhouse's role at Lane4 centres on shaping business and driving company growth whilst ensuring the maintenance of strong client relationships and the delivery of high quality products. Adrian will focus on mental resilience and staying positive in difficult times.
- 17:15 SEMINAR CLOSE**

Evening

- 19:00 CHAMPAGNE RECEPTION**
- 19:45 CALL FOR DINNER**
- 20.00 DINNER**

Schöller's
21st Celebration

Schöller's

21st Celebration



SCHÖLLER Postford Mill, Mill Lane, Chilworth, Surrey, GU4 8RT T: 01483 205500