



BILL NEWLANDS, CHIEF EXECUTIVE OFFICER

June 19, 2023



BRANDS
WORTH REACHING FOR





ANDY'S ASK

- **How do you plan for the future?**
- **What are my leadership principles?**
- **How do you build/manage culture in changing times?**



MY BIO

- **BS – Wharton School at U. Penn**
- **MBA – Harvard Business School**
- **Gallo**
- **LVMH**
- **Wine.com**
- **Jim Beam**
- **Constellation**

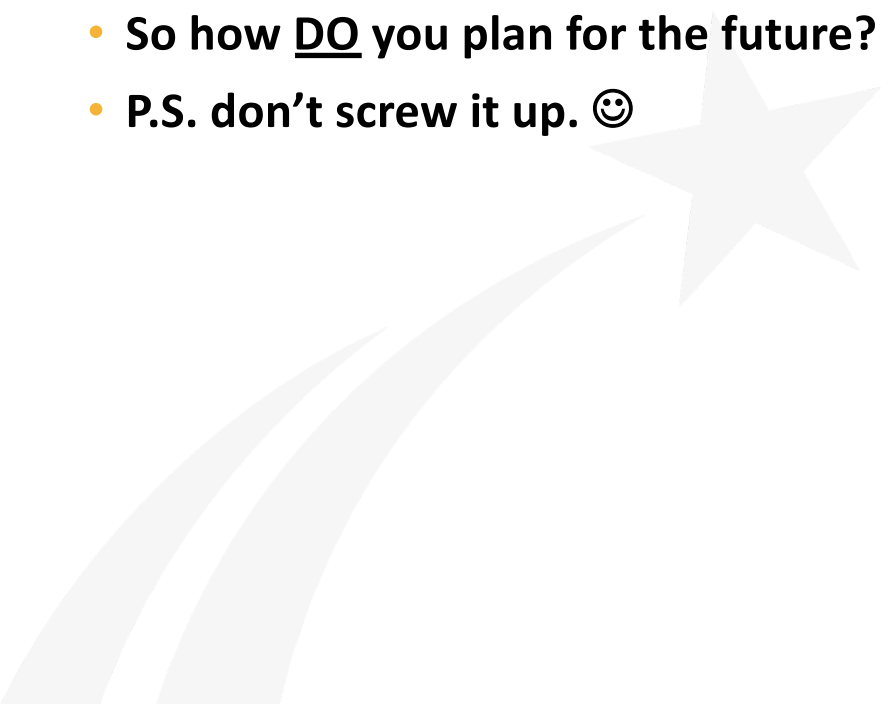
- **I'm known for innovation.**



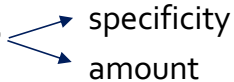
OUR PORTFOLIO



STZ RESULTS

- \$10B in sales
 - \$3B+ in profits
 - So how **DO** you plan for the future?
 - P.S. don't screw it up. 😊
- 

MEGA TRENDS

- **Convenience**
- **Premiumization**
- **Flavor** 
 - specificity
 - amount
- **Calorie Awareness/Betterment**
- **Increased Experimentation**
- **Desire for Authenticity (“Real”)**
- **PLUS Products, Functional Benefits**

INNOVATION ATTACK ZONES

BOOSTED

plus up with
functional
benefits



MOOD 2.0

next
generation
mood
modulation



APPROACHABLE & SESSIONABLE

pared back,
uncomplicated
& highly
approachable



SENSORY DISCOVERY

reimagining
texture,
mouthfeel &
sensorial
experiences



NET POSITIVE

driving
positive social
and
environmental
impact



CULTURAL COLLAB

creating
relevancy by
celebrating
cultural
zeitgeist



DISRUPT THE JOURNEY

transform how
consumers
acquire &
experience
products



HIGH END
REQUIRED

PREMIUM

-

CULTURALLY RELEVANT

-

AUTHENTIC

-

QUALITY INGREDIENTS













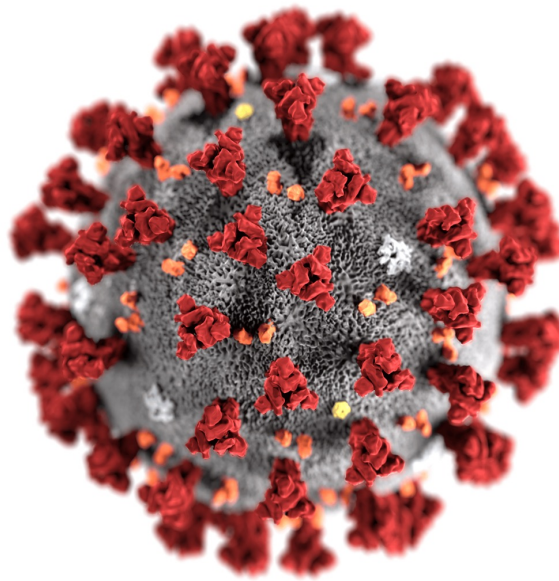




LEADERSHIP PRINCIPLES

- **Treat people the way I want to be treated**
- **Invest in people**
- **Communicate often and with transparency**
- **Do good WHILE you do good business**
- **Give back to the future**
- **Create a diverse environment**
- **Listen...carefully**

BUILDING AND MANAGING CULTURE IN CHANGING TIMES



REMOTE WORKER SURVEY

(over 1100 people)

- **Hybrid – 59%**
- **Fully remote – 39%**
- **Fully in office – 2%**
- **64% of those who chose hybrid wanted 2 days or less in the office**
- **Net – 75% prefer main location as remote!**

EQUALLY INTERESTING

By office location - % primarily remote

1	2	3	4	5	6	7
65%	78%	85%	77%	38%	76%	55%

- How do you create culture if there's no human interaction?
- How do you develop and retain people?
- How do you do succession planning?

! Communicate!

! Engage!

! Assume the Worst!



LAST LEADERSHIP PRINCIPLE

- **Keep a sense of humor.**





QUESTIONS?