

Press Release

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IWSR Strengthens Its Consulting/Data and Analytics Capabilities with Appointment of Industry Leaders

Marten Lodewijks and Luke Tegner join IWSR's Consulting Division

15 March 2023 - IWSR Drinks Market Analysis, the leading global beverage alcohol data and insights specialist, today announced the appointment of Marten Lodewijks as Director of Consulting Americas, and Luke Tegner as Director of Consulting Rest of World.

Lodewijks and Tegner bring with them decades of beverage alcohol industry expertise. Previously the Global Strategy and Insights Director at AB-InBev, Lodewijks led the growth strategy for the company's premium brand and total beverage alcohol (TBA) portfolio. This follows strategic positions at SABMiller, where Lodewijks developed the commercial category strategies for SABMiller in Latin America and Western Europe, as well as the company's alcohol moderation strategy. Lodewijks' background is in consulting, having spent 8 years at Monitor Deloitte & Prophet.

Tegner has held leadership roles across the wines and spirits industry. As Group Marketing Director – Wine & Spirits at Berry Bros. & Rudd, Tegner was responsible for growing the company's fine wine and premium spirits portfolio. He previously served as a Director at Cutty Sark International, where he developed The Glenrothes into the world's fastest growing single malt, and also led the creation of the multiple award-winning No.3 London Dry Gin.

As Directors of Consulting at IWSR, Lodewijks and Tegner will be responsible for helping to inform IWSR's clients' strategic planning and investment decisions. Through the deployment of IWSR's proprietary market data and consumer driver data, Lodewijks and Tegner will provide insight into how specific market forces, industry trends and consumer behaviours are shaping the beverage alcohol landscape, and the opportunities and risks at play.

Mark Meek, CEO, IWSR Drinks Market Analysis, commented: "IWSR has a world class executive team with significant depth of experience. The appointments of Lodewijks and Tegner help to shape the next stage of growth for IWSR, and add to our expertise in using our proprietary data to provide strategic insight to the beverage alcohol industry. Lodewijks and Tegner bring with them decades of specialist expertise, excelling at using data to address growth challenges. I look forward to having them join our Senior Leadership Team as we continue to deliver long-term value for all our stakeholders."

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About IWSR Drinks Market Analysis

IWSR is the leading source of data and insight on the global beverage alcohol market. The IWSR database, essential to the industry, quantifies the global market of wine, spirits, beer, cider, RTDs (ready-to-drink), and no/low-alcohol products, by volume and value in 160 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts, as well as consumer behaviour. IWSR tracks overall consumption and trends at brand, price segment, channel, and subcategory level. Our data is used by the major international wine, spirits and beer companies, as well as financial and beverage-alcohol market suppliers.

IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. IWSR boasts a team of global analysts, each of whom is equipped with local market expertise and an expansive network of on-the-ground industry contacts. Our analysts meet and speak with their industry contacts throughout the year to capture local insight, key market trends, and the 'why' behind the numbers.