



innovationforum

presents

“Freshly Squeezed: The Tale of Two Dogs”

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PRICEWATERHOUSECOOPERS



The Innovation Forum is pleased to invite you to the final forum of the year.

Guest speaker at this event is Duncan MacGillivray, Founder, Two Dogs Lemonade.

To mark the end of a successful year and to celebrate the festive season we welcome you to join us for a Christmas drink afterwards.

Duncan is a world-class innovator who tends to make business look easy. In 1993, he invented Two Dogs, the world's first alcoholic lemonade. Within months, pubs throughout Adelaide had it on tap. Soon it was in bottles selling Australia wide.

Awards received by Two Dogs include:

Winner, Telstra Small Business Awards (1999)

Impact “Hot Brand” Award (2000, USA)

Product of Excellence Award (2000, Japan)

Major Business SA Export Award (2001, Australia)

Now owned by global beverage giant, Pernod Ricard, Two Dogs is a multi-million dollar business with its products distributed in more than 40 countries and brewed under license in key market regions including the US, Europe and of course Australia and South Africa.

From an Adelaide pub, Duncan turned a surplus lemon crop into a new product with a born-global brand name that stimulated a whole new beverage category and ultimately became an Aussie icon.

MC is Nick Humphrey, Director, York Corporate Advisory.

Date: Tuesday 17th December 2002

Time: 6.00pm to 8.00pm

Venue: PricewaterhouseCoopers, Level 10, 201 Sussex St, Sydney

RSVP: By email to Beverly Timmins at gtseminars@gtlaw.com.au

Event Host: PricewaterhouseCoopers