

**Ben Kitay Speaker Bio**  
Chief Negotiating Officer,  
Chief Operating Officer  
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**Ben Kitay is an expert in negotiating and managing best-in-class exclusive pouring rights agreements between Coca-Cola or PepsiCo and restaurant companies, airports and hospital systems. Through these beverage marketing and distribution partnerships, BevTrust Associates generate significant savings and new, non-traditional revenue streams for clients. BevTrust's larger clients realize multiple millions of dollars in net, bottom-line financial gains.**

Kitay has negotiated beverage agreements in fifty countries worldwide since he began his work with Coca-Cola in 1984. His **restaurant clients** have included leading brands such as, Burger King, Popeye's, Chipotle, Potbelly Sandwich Shops, Tim Horton's, Cracker Barrel, Red Lobster, and PF Chang's. His **Airport clients** included New York's JFK T4, Philadelphia International Airport, Abu Dhabi Airport in the U.A.E and the Washington DC airports (MWAA).

Kitay served as Global Vice President of Beverages and Salty Snacks for **Subway's IPC**, responsible for beverage and salty snack commercialization and contract negotiation for the Subway-franchisees-owned Independent Purchasing Cooperatives ("IPC") around the world. Kitay built and managed a team that negotiated beverage contracts between Subway, Coke, Pepsi, and other suppliers in thirty-five countries. The countries included Canada, Puerto Rico, Costa Rica, France, UAE, Australia, New Zealand., and many others

Prior to negotiating for Subway, Kitay held several C-level positions within the foodservice industry's top brands. He was Senior Vice President of Operations for **Cinnabon**, President of **Sarku Japan Restaurants**, a 220 unit QSR, and President and Chief Operating Officer of **Sega Entertainment USA**, a joint venture between Sega and Steven Spielberg.

Kitay spent over fifteen years with **The Coca-Cola Company** in a number of roles serving the

foodservice industry, including as Vice President of the Fountain Division in Japan for four years. Focused on the restaurant business for most of his career, his roles spanned sales, sales management, finance, and general management. While in Japan, he negotiated both the Tokyo Disneyland and Universal Studios Osaka sponsorships and exclusive supply agreements.

Ben Kitay is co-founder of **Crazy Crepes**, a chain of dessert kiosks which he built into 130 franchised stores in Australia, Japan, USA, Korea, Taiwan, and the Philippines. He is also the author of **“You Majored in What? The Liberal Arts Graduates’ Guide to Entering Business,”** available in paperback and Kindle editions on Amazon.com.

**The four standard presentations that Kitay is prepared to deliver to audiences are:**

1. **Beverage Negotiations Master Class:** How to Achieve a Best-in-Class Pouring Rights Contract and Avoid Common (but Costly) Mistakes
2. **Current Beverage Trends:** The Changing Landscape of the Beverage Business, and How Retailers Must Respond
3. **From History Major To C-Suite:** How a Liberal Arts Degree Prepared Me for Business
4. **Doing Business in Japan:** Culture Shock is Worth Doing

**Kitay can tailor his remarks to the specific needs and concerns of any audience.** And, given enough time to prepare, he will gladly tackle other topics within his areas of expertise that meeting organizers propose.

Kitay is most interested in the following types of speaking engagements: **conference subject matter expertise presentations, interactive university classes with students, luncheon or breakfast addresses, webinars, and workshops.** Kitay’s standard speaking fee is \$3500, plus related expenses. He will wave his fee the first time he addresses a qualified organization.

**A sampling of some of Kitay’s previous speaking engagements include:**

- Beverage Digest Future Smarts Conference New York City 2018
- University of North Texas School of Business, Dr Lou Pelton 2018
- Webinar: “What Your Soft Drink Representative Doesn’t Want You to Know” 2019
- Webinar: “The Eight Mistakes Operators Make When Negotiating Soft Drink Contracts” 2018
- Subway franchisee conventions, 2013 (San Diego) and 2014 (Nashville)
- Georgia State University Center for Leadership Excellence, Leadership Focus Series Atlanta, GA, 2011
- University of Central Florida, Graduate School of Business, Professor Howard Singer, Orlando Florida, 2003
- Coca-Cola Bottlers Convention 1999, Yokohama, Japan (delivered speech in Japanese)