

News Release 15th December 2015

New Appointment Underpins Newly Weds Foods Growth Plans

Newly Weds Foods Limited, a world leader in food coatings and ingredients, has announced a significant change to the structure of its European senior management team. Rob Macdonald has been promoted to Senior European Commercial Director.

Bryan Day, European Managing Director confirms:

“In order to continue to maximise the considerable business opportunities that exist, to further enhance relationships with our customers and ensure that they receive the required focus and attention, it was necessary to select the right successor. Already a well respected member of the commercial management team, I am delighted that Rob has taken on this very important role. An excellent strategist, Rob is well placed to embrace the challenges ahead and to help fulfil our exciting expansion plans for the UK and mainland Europe.”

Rob, who previously held the position of UK Sales Director will work closely with customers, suppliers and colleagues in further shaping the commercial strategic direction of the European division. He will also focus on enhancing customer service, speed to market and innovation initiatives by drawing on his significant experience and knowledge of the food ingredients sector.

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