

## Press Release

### **Princes strengthens leadership team with CCO appointment**

#### ***Simon Harrison will join the Princes board in June 2021***

International food and drink group Princes has appointed Simon Harrison to a new role of Chief Commercial Officer (CCO). Simon is set to join the Princes board of directors from June this year and will be responsible for all sales, buying and marketing operations across the Group.

Moving from Coca-Cola European Partners (CCEP), Simon joins Princes with over 20 years of FMCG commercial experience and numerous leadership roles across brand and trade marketing, sales and operations.

Cameron Mackintosh, Managing Director at Princes, said: "Simon joins us with a wealth of experience in the FMCG sector. With his in-depth knowledge of the food and drink industry and valuable expertise, Simon will play an important role as we continue to transform our business and help us realise our strategic ambitions and growth plans. As we continue to adapt to the evolving marketplace, I am confident that Simon will be a huge asset to our business, customers and consumers. We very much look forward to welcoming him to the Group as we strive to meet our vision of 'Proudly helping families to eat well without costing the earth'."

Simon joined CCEP in 2001, where he held a number of roles including Sales Director, Customer Marketing Director and most recently, Vice President of Commercial Development.

Commenting on his appointment, Simon Harrison added: "I'm very pleased to be joining Princes at such an exciting time for the business. With its diverse portfolio of branded and own-label products, expanding global network and solid brand reputation, Princes is in a strong position, with a clear strategy in place for the future. I'm looking forward to this new journey with the Group as it continues to innovate, grow and evolve."

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#### **Notes to Editors - About Princes**

With a global supply network and a portfolio of branded and customer own brand products, Princes is one of the UK's largest food and drink groups.

The company specialises in manufacturing and sourcing quality products and, as a leading international grocery supplier, millions of consumers across the UK and Europe buy its brands and products every day.

Princes' head office is based in the UK (Liverpool) along with eight manufacturing sites for foods, oils and soft drinks. The company also has a presence across continental Europe, which is managed from an office in The Netherlands. There are also dedicated sales and marketing offices in Poland and France, tuna processing facilities in Mauritius, tomato processing in Italy and edible oils production in Poland.

For further information on our manufacturing and brands portfolio visit [www.princesgroup.com](http://www.princesgroup.com).

