



UCC COFFEE ANNOUNCES NEW EUROPEAN REGIONAL STRUCTURE

Elaine Swift appointed Regional Director, Northern Europe

11 April 2019

UCC Coffee UK & Ireland's Managing Director, Elaine Swift, has been appointed Regional Director (North) for UCC Europe. The appointment comes as UCC Europe restructures in to three distinct regions to create efficiency, utilise skills and provide a consistent brand and customer experience across all major European coffee markets.

Under the restructure, Elaine will take on responsibility for all Northern European territories including Benelux and the Nordics, alongside Smit & Dorlas and the UK & Ireland businesses. The appointment is effective from 1 May 2019.

Elaine will continue to sit on the UCC Europe Board of Directors alongside two other Regional Directors – Rafael Ocon, Regional Director (South) and Marco Giuoco, Regional Director (Central) – reporting to UCC Europe CEO Paul Molyneux. The local business structures of UCC Europe's operating companies in UK & Ireland, France, Spain, Benelux, Netherlands and Switzerland remain unchanged.

Elaine Swift comments: "This is an important step for the future of our business and reflects our ambition in the European market. Our new structure means we are fully aligned with our global customers, meaning we can provide a consistent brand and customer experience at scale. It also gives us the ability to harness the varied expertise, local knowledge and experience we have in our business to optimise our total coffee solution. Our market insight and industry-leading initiatives means our organisation is aligned with consumer expectations for consistency, quality and convenience. This will enable us to remain competitive and position us for future growth."

Elaine joined UCC Coffee UK & Ireland (formerly First Choice Coffee and United Coffee) in 1996, driving the business to become the leading Total Coffee Solution, working with leading international retailers and foodservice businesses. In 2018, UCC Coffee UK & Ireland rebranded and hit two major milestones: exceeding sales turnover of £100m and employing over 500 people.



UCC Europe was formed following the 2012 acquisition of United Coffee by UCC Holdings Ltd. The Japanese, independent coffee company is the seventh largest coffee roaster, responsible for over £2bn annual sales.

UCC Europe employs 1,400 people, across 8 companies and operates 10 manufacturing sites including its roastery in Dartford, Kent and Centre of Excellence in Valence, France – Europe’s largest producer of Nespresso-compatible capsules.

- end -

About UCC Coffee UK & Ireland

UCC Coffee UK & Ireland creates and manages coffee experiences for the most dynamic businesses in foodservice, hospitality and retail – making every cup of coffee count.

It works in partnership with its customers to implement the right Total Coffee Solution. With a unique seed to sip model, market-leading insight and global network its total coffee solution is tailored around the customers’ needs and goals, ensuring their coffee offer outperforms the market.

Its Total Coffee Solution includes leading coffee brands, private label roasting, equipment, COFFEEWORKS training, and the UK’s largest service and maintenance support structure. Its range includes coffee brands Lyons, Three Sixty°, Grand Crü, Grand Café and Orang Utan Coffee, and exclusive partnerships with the world’s most innovative equipment brands including Nuova Simonelli and Thermoplan.

UCC Coffee UK & Ireland is part of a global family. UCC Holdings, based in Kobe Japan, is one of the top five largest independent coffee companies and the seventh largest coffee roaster in the world, and is responsible for £2bn annual sales. It operates in six European countries and UK and Ireland sites include its state of the art roastery in Kent. This gives UCC Coffee UK & Ireland the ability to provide its Total Coffee Solution at scale and benefit from worldwide market expertise.

UCC Coffee UK & Ireland combines exceptional coffee, world-class equipment, actionable insight, data-driven training and market-leading service. The result? Coffee excellence. Guaranteed.

www.ucc-coffee.co.uk / @UCCCoffeeUK