



© 15 June 2020, 09:00 (BST)

# Wessanen UK appoints new commercial director

## Gareth Cooke joins the UK senior management team to support the business' long- and short-term growth

Pioneering natural food company [Wessanen UK](#) – owner of Clipper Teas, Kallø, Whole Earth and Mrs Crimble's – has appointed a new commercial director.

Gareth Cooke will lead, develop, and implement effective sales strategies to drive brand development and growth in the UK across all categories and channels of trade.

Gareth Cooke brings with him over 14 years' experience in the food and drink sector spanning three major FMCG companies; Molson Coors, PepsiCo and Danone.

B Corp certified, Wessanen UK is a green business focused on making great tasting, healthy food that is better for people and better for the planet. Part of Gareth's role will be to build awareness of the company's commitment to sustainability and how the pioneering brands can deliver added value to retailers.



**Gareth Cooke, commercial director at Wessanen UK, comments:**

*“One of the most interesting prospects about my new role is the opportunity to grow Wessanen UK’s brands, all of which are so well aligned with current trends. From the large-scale marketing plans in the pipeline, like Whole Earth’s Team GB partnership, and innovative NPD such as Kallo’s new Veggie Cakes, there is lots to get excited about. Also the company’s commitment to healthier people and healthier planet, is inspiring for its workforce and is so relevant for what’s happening in the world right now.”*

Gareth will play a key role in the UK management team, reporting directly into CEO Emma Vass.

**CEO, Emma Vass says:**

*“We are incredibly pleased to welcome Gareth to the Wessanen UK team. He joins at a key time for our sales team as people put more focus on their health and the health of the planet. Our brands hold unique and leading roles in the categories they operate in and can help retailers meet demand for healthy and sustainable food.”*

A new kind of food company, Wessanen UK is part of the powerful global B Corp movement that looks to drive positive societal and environmental change through balancing profit with doing good.

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#### ABOUT WESSANEN UK

About Wessanen UK – [www.wessanenuk.com](http://www.wessanenuk.com)

**Wessanen UK** is a natural and organic food company, with pioneering, healthy brands in expanding market segments: **Clipper Teas** produces a wide range of hot drinks including the #1 organic and white tea brands, and the first Fairtrade-accredited tea; **Kallo** makes market-leading, organic rice cakes, as well as other savoury snacks, stocks, gravies and cereals; **Whole Earth**, best known for its peanut butter, manufactures organic spreads, cereals and drinks; **Mrs Crimble's** makes joyfully, wholesome and deliciously gluten-free macarons, cakes, biscuits and nibbles, for all to enjoy, and **Almond Breeze**, the increasingly popular, healthy milk alternative.

Wessanen UK employs around 130 people in Camberley and Beaminster. Wessanen UK is CarbonNeutral certified and, either directly or through its subsidiaries, accredited by or a member of a range of industry bodies and associations including; the Fairtrade Foundation; the Soil Association; the UK Tea & Infusions Association, and the Organic Trade Board.

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