

# PRESS RELEASE



## **Sacla' appoints marketing director**

26 January 2016: Sacla', the UK's number one pesto brand is pleased to announce the strengthening of its senior management team with the appointment of Darren Grivvell to the newly created position of marketing director in the UK.

Darren joins from Allied Bakeries where he was director of brands between April 2013 and September 2015 for Kingsmill, Allinson, Burgen and Sunblest. Prior to this Darren held three positions at Unilever PLC from 2006 until April 2013 culminating in his role as director of marketing excellence Europe. Further industry experience includes head of marketing at Hovis and marketing manager for hot cereals at Quaker Foods. His food industry experience began as brand manager for Findus at Nestle in 1997 before becoming business development manager when it was transferred to a private equity firm in March 2000.

Clare Blampied, Sacla' UK managing director, says: "We are delighted to announce the appointment of Darren to this newly created role at an extremely exciting time for Sacla'. Darren's 18 years' industry experience will further support our growth strategy across our retail customers and further drive our distribution and indeed the category forward.

"Sacla' Pesto share continues to climb to 57.3 %. The Pesto market, largely driven by Sacla', is showing growth of +3% vs last year."

-ENDS-

\* Source: IRI 52 w/e 2 January 2016

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## Notes for editors:

- Established in 1939, Sacla' remains a family owned and run business based in Piedmont, north-west Italy.
- Sacla' are the original Pesto pioneers, with a wide range of Italian recipes which are truly authentic, made in Italy by Italians for Italians.
- As well as Pesto and pasta sauces, Sacla' produce a range of Italian ingredients and antipasti.
- National listings for the core Sacla' range include Asda, Co-op, Morrisons, Ocado, Sainsbury's, Tesco and Waitrose,
- As well as multiple listings, Sacla' Pesto, pasta sauces and antipasti ingredients are available on-line and through the independent trade and foodservice.
- [www.sacla.co.uk](http://www.sacla.co.uk)
- [www.Facebook.com/SaclaItalianFoodLovers](https://www.facebook.com/SaclaItalianFoodLovers)
- Twitter @SaclaUK