

Nicole Günther

Von: Saunders Barry (UKBI) [Barry.Saunders@alpro.com]**Gesendet:** Montag, 12. August 2013 12:40**An:** Nicole Günther**Betreff:** Green Seed

To whom it may concern

From the period of 1998 to 2011 I was employed as International Sales Manager for Quorn Foods, after an initial period in Foodservice. I worked on a regular basis with Food from Britain and Roy G. Edleston who had handled the launch and ongoing Key Account Management of the Quorn range into the No. Swiss retailer Migros since 1995.

His role went way beyond pure linguistic help. Through his services we developed a long-term and profitable relationship with the retailer and the account team, both at the head office and in all 10 regions. Work with Food from Britain and since 2009 Green Seed involved strategic development, promotion planning, NPD, factory visits to UK, market research etc. In addition, we worked closely with Green Seed in the preparatory years before the products' launch into Germany in May 2012. As I hear from ex-colleagues, Green Seed now supports the International Quorn Team on the German market with various tasks, e.g. website development and content management, facebook, NPD, trade events, press queries, competitive monitoring, etc. For your information, Quorn Foods also works or has worked over the last 15–20 years with the offices of Green Seed in Belgium, The Netherlands, Nordic, France, Italy and North America.

After a change of ownership and corporate restructuring at Quorn Foods I moved on in 2012 to Alpro where I am currently employed in a similar role.

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