

Upfield Appoints Tim Brown as new Regional CEO for the Americas

ENGLEWOOD CLIFFS, NJ, 05 August 2019 – Upfield has appointed Tim Brown as its new Regional CEO for the Americas. Tim oversees Upfield’s business in the United States, Canada, and Latin America and joins the company as it seeks to expand its leadership in delicious, all-natural plant-based nutrition products that are good for you and better for the planet. Tim reports to David Haines, Group Chief Executive Officer, Upfield BV, and is a member of the Upfield Executive Committee.

Brown joins Upfield from Chobani, where he was President and Chief Operating Officer. He brings more than 30 years of experience in the food business. Prior to Chobani, Brown had a long career at Nestle as CEO of the North American water business and before that as CEO of all Canada operations. Brown and his team, pioneered the bottle water business, creating a portfolio of brands that became the recognized market leaders. Brown started his career at Proctor & Gamble. He has also been on the board of directors for the Grocery Manufacturers Association, Grocery Foundation of Canada, Food Marketing Institute and the Food and Consumer Products of Canada.

“Joining Upfield is an extraordinary chance to impact a food movement that is growing by leaps and bounds and to make a difference in healthy eating and a sustainable world through the company’s iconic brands and innovations,” says Brown. “As more consumers are turning to diets that include plant-based foods, the potential to transform the way people eat, to define a unique food category, and positively impact the people’s health is an exciting prospect.”

Upfield’s operations in the Americas includes production, distribution and sales operations throughout the three regions.

ABOUT UPFIELD

At Upfield, we make people healthier and happier with great tasting, plant-based nutrition products that are better for the planet. The largest plant-based company in the world, Upfield is the #1 producer of plant-based spreads globally, with more than 60 brands, including iconic brands FLORA, RAMA, BLUE BAND, PROACTIV, BECEL, I CAN’T BELIEVE IT’S NOT BUTTER and COUNTRY CROCK. With headquarters in Amsterdam, we sell our products in over 95 countries and have 17 manufacturing sites throughout the world. The company employs over 3000 Associates. Since 1871, we have been the authority in the spreads category which gives us unmatched experience, know-how and inspiration. We are focused on leading in this new era focused on delivering healthier products that are great tasting and have superior quality and helps us deliver on our mission to create “Better Plant-based Future.” For more information, please visit our website at www.Upfield.com.

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