



## **Surya announces a hat-trick of senior appointments as part of ambitious expansion plans**



WORLD food wholesale specialists Surya Foods this week announced three new appointments to senior positions at the group.

David Rowland, a former category manager with Tesco, this week takes over as Buying Director at the Harwich-based firm. His appointment follows that of Derek Samuels, formerly of Grampian Country Foods, who joined Surya as Operations Manager in April and Graham Emery, formerly of Gerber Juice Company Ltd, who took up the position of National Account Director in January.

The key appointments are part of Surya's ambitious expansion plans to triple the size of its business in three years. Acquisitions and stronger management have been a key focus of the business in 2013, as it aims to compete on the same stage as mainstream British brands, while offering 100% authentic products.

The company, which is a leading authentic basmati rice supplier to the UK multiple trade, and has a comprehensive world foods portfolio of authentic brands stocked both in local, multiple and foodservice channels, is investing heavily in its national accounts team to further fuel its sales growth. It also invested £3m in robotics to increase productive capacity at its Harwich HQ earlier this year.

Surya CEO Harry Dulai said: "I am delighted to welcome David, Graham and Derek onto the team at Surya. All three bring expertise from mainstream businesses which is helping add an increased level of sophistication and professionalism to the group's operations."

"Our most recent appointment, David Rowland, joins us with a wealth of experience in buying, especially with his last senior position as Category Manager at Tesco PLC, where he has managed buying teams and a considerable array of product ranges.

"I am sure that through David's experience in procurement he will add process and economic improvements to the business giving the sales team the support that they need to meet the ambitious growth plans that the business has."

Surya has also stepped up its work with agencies and this year achieved a major win, acquiring the contract to be European distribution agents for Britannia Biscuits - a billion dollar India-based business.

Established in the 1980's, Surya is a rapidly expanding, family run business with an annual turnover of £100 million and an employee base of 600. It supplies a variety of high quality, authentic ethnic products ranging from rice, flour, spices and sauces to snacks and savouries that are sold in over 30 countries worldwide.

Surya operates from several different areas in UK, and has its distribution centres spread across Europe, as well as buying offices around the globe. Its main hub is an 11 acre site in Harwich - home to its head office and some 500,000 sq ft of storage space.

**-ENDS-**

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#### **Notes to Editor**

- Surya's evolving ranges cater to the South Asian, Oriental, Afro-Caribbean, African and Polish communities. Widely known for their superior quality and authenticity, the brands are popular with the public consumer as well as chefs in ethnic restaurants.
- With 2,000 products available, Surya represents over 50 agency lines from some of the world's leading companies as well as its own popular house-brands, including Laila, Salaam, Apna, Jamaica's Pride, Reggae Kitchen and Island Sun.
- With a fleet of over 100 vehicles, Surya has been able to maintain highly efficient service levels throughout Europe and now boasts a client account base of 2500 - distributing its products to supermarket chains, independent stores, cash and carries, wholesalers and food service businesses throughout the UK and the world.
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