



PRESS RELEASE

Hurley, 6 September 2021

JDE appoints Angela White as new UK&I Retail General Manager

HURLEY, 6th September 2021 – Jacobs Douwe Egberts UK (JDE), a subsidiary of JDE Peet's [EURONEXT: JDEP], the world's leading pure play coffee and tea company, today announced the appointment of Angela White as General Manager for UK & Ireland Retail, effective 6 September 2021.

Angela joins JDE from PepsiCo, where she has spent the last four years as General Manager for Nutrition (Juice/Grains) for their UK and Ireland business, with responsibility for leading brands including Tropicana, Naked and Quaker.

Angela will lead JDE's operations in the UK and Ireland, with responsibility for household coffee brands including Kenco, Tassimo, L'OR, Maxwell House, Mellow Birds and Douwe Egberts. Angela will sit on the company's European Leadership Team and report to Juan Amat, European President of JDE Peet's.

She joins at an exciting time for JDE as it explores new opportunities to ensure the business is positioned for future growth, such as through its recent partnership with Pret A Manger and the rise of e-commerce platforms. She will also continue to bring JDE on its UK&I sustainability journey, following the recently launched, cross industry, coffee pod recycling initiative, Podback, in addition to driving cultural transformation.

Angela brings a wealth of experience following 20 years in the FMCG industry gained at leading companies including PepsiCo, United Biscuits/KP Snacks and Marks and Spencer. While at PepsiCo, Angela led a full transformation of the Juice and Grains businesses, whilst also implementing a new purpose and consumer led strategy for major brands.

In addition, Angela spent four years at KP Snacks, as Trading Director for UK Grocery and Republic of Ireland before becoming Director for Private Label in 2014, with wider responsibility for the UK Sustainability agenda. As part of the KP Executive Team, Angela played a significant role in developing the new standalone KP Snacks business, both culturally and commercially.

Angela White, General Manager of JDE UK & Ireland, said: "I'm hugely excited to be joining the world's leading coffee and tea company – JDE Peet's. The last 18 months have brought significant changes to our industry but JDE is well positioned in this context, a dynamic and values led business with well-loved brands. I look forward to working with the team, continuing to strive for the best consumer experience with every cup."

Juan Amat, President Europe of JDE Peet's, commented: "We're delighted that Angela will be taking on this role for our UK & Ireland business. I am confident that her passion for iconic brands, combined with her proven track record of building teams and leading businesses, will hold her in good stead as we continue to develop JDE's business in the UK & Ireland."





Notes to editors

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Enquiries

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About JDE Peet's in the UK & Ireland

JDE UK & Ireland is a subsidiary of JDE Peet's, the world's leading pure-play coffee and tea company, serving approximately 4,500 cups of coffee or tea per second. JDE Peet's unleashes the possibilities of coffee and tea in more than 100 countries with a portfolio of over 50 brands including Kenco, Douwe Egberts, Tassimo and L'OR in the UK & Ireland. JDE UK & Ireland employs approximately 650 associates across three sites in Hurley, Banbury and Dublin.

In 2020, JDE Peet's generated total sales of EUR 6.7 billion and employed a global workforce of more than 19,000 employees. Read more about our journey towards a coffee and tea for every cup at www.JDEPeets.com