



For immediate release

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International Beverage appoints Cara Chambers to Marketing Director Role

Global drinks business International Beverage Holdings has today (Monday 1st October) announced the appointment of Cara Chambers to the post of Marketing Director.

Based at the company's UK headquarters in Airdrie, Ms Chambers is tasked with leading marketing and innovation for International Beverage's award-winning spirits portfolio, which includes the Old Pulteney, anCnoc, Speyburn and Balblair single malt whisky brands, Hankey Bannister blended Scotch, as well as Scotland's leading super premium gin Caorunn.

She brings 25 years' experience working for some of the UK's leading blue chip companies to the position, as well as a strong track record in implementing successful brand marketing strategies for global drinks companies, including Heineken and Whyte & Mackay.

Commenting on her appointment, Ms Chambers said: *'I have heard so many positive things about the International Beverage business, its people and its brilliant brands, and I am thrilled to have been appointed to the post. The opportunity to work closely with the team in Scotland, whilst also being part of the company's international business framework, is a very appealing prospect. It's a chance for me to learn within a dynamic global team, and to deliver plans to take these successful brands to the next level. I am really looking forward to the challenge.'*

International Beverage Managing Director Martin Leonard added: *'We are entering a very exciting period for our business, with the channels in place to grow our brands in markets around the world. The position of Marketing Director is critical to delivering our ambitious plans, and Cara brings outstanding qualities, skills and experience to the task. She is a great fit for our business and a most welcome addition to our growing team.'*

Ms Chambers began her career in the drinks industry, starting at United Distillers (Diageo), Scottish Courage - where she became Marketing Manager for its cider portfolio - and Scottish & Newcastle / Heineken UK, where she rose to become Head of Innovation.

After a period working in consultancy, Ms Chambers returned to the drinks industry as Marketing Director for Whyte & Mackay, before moving to Sainsbury's Bank as Head of Customer and Brand Development, leading a brand, communications and innovation strategy at a pivotal point in the company's development. Latterly, she was European Marketing Director of Baxters Food Group.

She is a qualified business coach and a fellow of the Marketing Society.

<http://www.interbevgroup.com/>



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