



**4 March 2008**

### **Coors Brewers Ltd announce new board directors**

Following the recent resignation of Sales Director John Holberry, Coors Brewers Ltd has announced the following appointments to the board and related changes.

The current Sales Director role will be split into two major sales roles: Steve Ellis will be Sales Director for the independent on trade business such as pubs, clubs and hotels, and John Heynen will be Sales Director for national retail groups and distributors in both the on and off trade.

Steve has been with our business for 14 years and has held leadership roles in Strategic Sourcing, Logistics and the independent on trade. He will be responsible for the wholesaling customer service and the availability of Coors brands.



**From left to right: David Heede, John Heynen (seated) and Steve Ellis.**

John has been with our business for four years, having joined us from Pepsi and has held leadership roles in Sales and Logistics. He will be responsible for building Coors brands and the continued development of the Irish market place.

In addition to the change to the sales organisation, David Heede will join the board as Strategy Director responsible for developing our strategic agenda and leading a

range of strategic change initiatives. David has over 25 years' experience in our business and has held leadership positions in Sales, Finance, Strategic Sourcing and Strategy.

Mark Hunter, CEO at Coors Brewers Ltd, said: "I am pleased that I have been able to find the talent necessary to develop the board from within our ranks.

"It's an exciting and challenging time for the brewing industry and Coors is no exception, they have all shown the talent and drive to take Coors forward and I look forward to them starting."

Appointments are effective from Monday 17<sup>th</sup> March and all will be based in the head office in Burton upon Trent.

Steve is 36, married to Cathy, has one daughter, Georgia and lives in Sibson, near Market Bosworth. John is 40, married to Sarah, has one daughter, Lottie and lives in Cheltenham. David is 46, married to Celia, has two boys, aged 19 & 17 and lives at Ellastone.

ENDS

Photo caption: From left to right: David Heede, John Heynen (seated) and Steve Ellis.

For further information contact:

Sherrie Rowlands

Coors Brewers - Communication Manager

Tel: 01283 513482