



Food sans Frontieres

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Joanne's Business Background



- After Post Grad European Marketing Masters in 1983, 8 years employed by Smith + Nephew, last 5 as Export Manager with 100+ days travel p.a. Global sales responsibility for Chiropody and Optics divisions.
- 91-93 Export Manager British Bakeries (RHM) working in fresh and frozen bakery. Launched Hovis brand successfully into France, Spain, Benelux, Greece, UAE
- 94 Sefrex formed and rapid growth as distributor all over Europe for bakery ambient, chilled and frozen products. Successful growth to over £1M turnover by 96
- 97 New company Worldwide Bakery Associates Ltd formed later due to expansion, which became Food sans Frontières brand in 2003 with French partner Agnès Bellay
- 2003 to date key activities : sales and purchasing agency, distribution, import, export, consultancy, translation and communications project management
- Expansion of business focussing on UK and EU: retail, foodservice, industrial, ingredients, frozen and ambient food and drink products,
- Key partners in Spain, Austria, Italy, and of course UK and Ireland, Project management over 20 years with government agencies for import, export, trade shows, market entry including 1998 to 2012 for UK Trade & Investment as Export Communications Consultant
- Consultancy work with many other governments and private companies including: Ireland, Wales, Scotland, USA, France, Spain, Austria, Costa Rica, Colombia Canada, Russia, Uzbekistan, Uruguay, KSA
- 2021 post Brexit focus on UK import and export activities, UK Importer of Record for EU suppliers.

What have I been up to? – a snapshot



- Since 1994 UK export distribution and European sales for UK bakery, then other ambient and frozen products, trade shows, market visits etc
- Since 1997 UK import including Spanish frozen and chilled products, breads from Austria, US frozen juices, bakery ingredients Canada, Irish gluten free cereals, Danish oat drinks and much more....
- 2003-2023 Partnership with French company under Food sans Frontières brand to open up new markets for UK products particularly frozen desserts, breads, ready meals, cereal bars, drinks markets
- Association from 2015 with Spanish distribution partners: product launches, managing suppliers, logistics, translations, export to Spain , participation at trade shows etc
- Development projects Latin American frozen fruit for Europe -paid buyer mission to Costa Rica and Colombia 2017 and to Uruguay 2019 for beef to import to Europe,
- Paid government buyer mission to Uzbekistan May 2018 to research developments- consultancy to food suppliers and import to Europe including UK
- Trade show participation UK, France, Germany and Spain , missions, consultancy projects , working for UK gov , many others plus companies globally
- Specialist in multilingual projects packaging, technical information , marketing and websites and translation and English translation personally from French, Spanish, German and Italian

Small selection of some past supply partners

- Atlanta brand Spanish croquetas etc
- Atlantica brand specialities (Spain)
- Dina Foods ethnic bread and snacks (UK)
- Gierlinger meats (Austria)
- Gosh Foods (UK)
- Gourmet Island burgers (N. Ireland)
- Haubis Bakery bread and desserts(Austria)
- Hyperfood freeze dried acai (Brazil)
- Indulgence Patisserie desserts(UK)
- Riva Foods garlic bread (UK)
- River Plate meat beef products (Uruguay)
- San Rafael panela natural sugar (Colombia)
- Sidoli Desserts (UK)
- Speciality Breads (UK)
- Yum Yum Bros cereal bars(UK)



And more recent work.... With more in the pipeline

- Bauer Dairies (Germany)
- Codipsa - Tapioca Starch (Paraguay)
- Earthfructifera fresh tropical fruit (Ecuador)
- Jaff Jacks jackfruit long life vegan meals (Sri Lanka)
- Intertec frozen fruit (Costa Rica)
- Lizzies cakes (UK)
- Maria Lucia Bakes granolas, keto, crackers (Ireland)
- Nairns oatcakes and biscuits (Scotland)
- Natalies frozen fruit juices -(USA)
- RFC International Frozen and sweet potatoes (Egypt)
- Savoursmiths crisps (UK)
- Dryk plant-based drinks for UK and Ireland (Denmark)
- Keto keto low carb bars and snacks (UK)
- Nubar pressed fruit bars Crazy Jane Ltd (UK)
- Vbites plant-based products (UK)
- Ra Hygge mushroom coffee (Sweden)
- Palacios chorizo, ready meals, tortillas (Spain)
- Macchurros churros (Spain)



International Sales and Representation services



- UK Sales and distribution for EU supply partners according to supplier requirements, including launch into multiple retailer channels (branded and/or own label), foodservice and also industrial customers either as fee-based consultants or combination of consultancy/ongoing agency and account management on commission.
- Full UK representation services offered including dedicated trading style, UK VAT, logistics, invoicing and coordination on open book basis with partners
- Export/International sales development and management for UK and EU suppliers with focus on Spanish and French markets for retail and foodservice development in particular. Experience working across all EU markets and beyond..
- Translation and copy writing as required, managing resources for social media, trade shows, events as appropriate
- Managing budgets, forecasts and financial aspects of supply , promotions, credit control as needed etc all as per agreed contract
- Excellent network of contacts with major multiple buyers, foodservice wholesalers and also manufacturers across different product sectors of food and drink

Joanne – what else ?



- Fluent in German, Spanish and French , good Italian, passable Persian, some Dutch, Portuguese and Turkish, loves travelling and eating food from around the world
- Horse rider since the age of 3. Life member Welsh Pony and Cob Society, British Horse Society Access volunteer, runs local equine Okeden team riding network
- Chair of Governors of local Essex residential primary- level special school, offering also Equine Therapy for children
- Enjoys the theatre, music, tennis, swimming in warm seas, reading detective novels...
- Part-time Director role also for Sefre Architects & Research Ltd with Chartered Architect husband
- Plus 3 1/2 horses and 4 adult children: 3 daughters and 1 son!