



NEW LEADERSHIP IN INNOVATION AT HONEYTOP

With ten years industry experience, former food technologist and development manager Sandy Tchilinguirian joins leading ethnic bread producer, Honeytop Speciality Foods this week, in a new role as innovations controller, to head up the company's new product development division.

Recommended by several of the industry's leading retailers, Sandy brings a wealth of knowledge and experience to Honeytop, and comes fresh from a successful four year stint as development manager at La Fornaia.

Sandy joins Honeytop at a time when the level of activity within Honeytop's innovations function is at an all time high. Her role at Honeytop's state-of-the-art factory in Dunstable will involve overseeing all aspects of product development, ensuring the smooth delivery of innovative solutions for customers and steering a co-ordinated and integrated approach to developing new products for the speciality baker.

With experience in a range of roles, Sandy admits that she's inspired by people who are passionate and have belief in their products: "Honeytop's enthusiasm and commitment to their whole operation is really inspiring. There is a clear dedication to innovation, high quality standards and customer service, so for me, it's an honour to be part of a company that is so passionate and successful.

"I believe in creating a systematic approach, working closely with customers and suppliers, and getting involved in every aspect of development, from concept to launch, to ensure consistency with the customers needs. The industry is fast-paced and competitive, and there's a real requirement these days to deliver a total solution; not just a product."

Dr Charles Eid, joint managing director at Honeytop said: "With her excellent reputation and proven track record, we are delighted to welcome Sandy on board. At Honeytop, we have experienced considerable growth in recent years and innovation has played an important role in achieving this. We'd like to continue improving our tailored solutions for our customers, so it's vital that we have the very best people on our team to ensure the future development of the company. At this stage in our growth, Sandy brings with her the expertise and experience we need to assist our company's growth through innovation."