



## Appointment of Managing Director of International Division

**Dublin, London, 17 January 2012:** C&C Group plc ('C&C' or the 'Group'), a leading manufacturer, marketer and distributor of branded long alcohol drinks, principally in Ireland and the UK, today announces the appointment of Mr Joris Brams to the newly created position of Managing Director of its International Division, with effect from 1 February, 2012.

Mr Brams, a Belgian national, joins C&C from Puratos Group, a privately owned Belgian company which supplies products and services to the bakery, patisserie and chocolate sectors in more than 100 countries with over 5,500 employees. As Group Operations Director, he had direct responsibility for 65 sites world-wide together with overall responsibility for production, supply-chain management and procurement. He previously served as Group Technical and Development Director at leading brewer Scottish & Newcastle plc. Prior to that, he held a number of commercial roles at Alken-Maes Breweries, a Belgian brewer and subsidiary of Danone.

Stephen Glancey, Group Chief Executive Officer, commented: *"We are pleased to announce the appointment of Joris as Managing Director of our International Division. This appointment reflects the significance of international markets to C&C. His experience within those markets and in the long alcohol drinks sector will support the continued growth and development of our international division."*

**ENDS**

### About C&C Group plc

C&C Group plc is a leading manufacturer, marketer and distributor of branded long alcohol drinks principally in Ireland and the UK. C&C manufactures Bulmers, the leading Irish cider brand, Magners, the premium international cider brand, the Gaymer Cider Company range of branded and private label ciders and the Tennent's beer brand. C&C also owns Hornsby's, a leading craft cider brand in the United States. The Group also distributes a number of beer brands in the Scottish, Irish and Northern Irish markets, primarily for Anheuser-Busch InBev.

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