

Fresca Group Strengthens Senior Teams With New Appointments

Fresh produce supplier Fresca Group has made 2 senior appointments in recent weeks.

James Cox, former CEO of shoe retailer The Dune Group, joins Fresca Group as Chief Financial Officer.

And Gary Linsell, former MD of fresh produce company AG Thames, has joined as Managing Director of The Fresh Produce Centre.

Welcoming Cox and Linsell, CEO Martyn Fletcher says "It's an exciting time for Fresca Group. Covid-19 and Brexit certainly created an unprecedented year, however we have an ambitious strategy and investment plans to develop our business further."

"Both James and Gary have extensive experience, skills and knowledge that will most certainly contribute to the momentum we've established. I'm really looking forward to working with them - they'll undoubtedly strengthen our team and they're both a great fit for the Group."



James Cox



Gary Linsell

Having started his career at Coopers & Lybrand in the UK and New York, Cox went on to be CFO at fashion brands Dune, Thomas Pink and Jigsaw. He also has extensive experience leading operational and commercial teams in the UK and internationally, including as CEO of The Dune Group for 3 years. He is a Chartered Accountant and holds an MBA from Imperial College London. Having had significant involvement in turnaround projects, funding events and commercial strategy, "James will bring a fresh new approach to Fresca", Fletcher added.

Cox succeeds Brett Sumner who, after 5 years with the company, has decided to pursue other opportunities.

Linsell started his management career at Marks & Spencer and after 15 years, moved across to the supplier side of fresh produce. A highly accomplished Commercial and Managing Director, he will continue to drive the business plan and investment projects at The Fresh Produce Centre, started by predecessor John Counsell, who is leaving to take up new opportunities.

Fresca Group is a major part of the fresh produce supply chain in the UK and beyond. Through a network of companies, Fresca Group is an active investor from seed through to shelf in a fast moving, competitive market place.

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Sales £454m (FY21)

1250 employees

Fresca's employees own 40% of the shares in Fresca Group Ltd