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PETER SINCLAIR APPOINTED GM MARKETING AND COMMERCIAL DEVELOPMENT - AFRICAN AND EASTERN

Foster's Group Limited (Foster's) is pleased to announce the appointment of Peter Sinclair to the role of General Manager Marketing and Commercial Development for the African and Eastern business (A&E). A&E is the leading importer, distributor and retailer of alcohol beverages in the Middle East and is based in Dubai where Sinclair will transfer with his family.

The appointment represents an exciting international opportunity for Sinclair, who takes on commercial responsibility for some of the world's leading beer, wine and spirit brands. Sinclair has worked for CUB for 12 years; he was initially employed as a Senior Brand Manager for VB and progressed his career across almost all brands in the CUB portfolio, culminating in his appointment as Marketing Director 18 months ago.

"Peter has chosen to pursue this opportunity as it allows him to be closer to his UK based family but I'm delighted he'll remain as part of the Foster's team. I know I speak for the entire team in saying he will be missed but this locates him closer to his family and at the same time affords a number of professional opportunities. Peter has made a significant contribution to the business, achieving strong results for our brands and leading a young and talented team," said John Pollaers, Managing Director CUB.

Sinclair has been at the helm of a number of hugely successful campaigns and product launches during his time with CUB including the launch of Pure Blonde, Australia's first beer marketed as low carb, the evolution of Australia's number one beer VB which outsells its nearest competitors by over 100 million stubbies and the double digit growth of Corona, the number one premium beer in this country.

More recently he has overseen the stellar growth of the Carlton stable of brands including the latest campaign "Slow mo" and the development of CUB's rising star portfolio of craft beers which include Fat Yak and Big Helga.

Sinclair will commence in his new role with A&E at the start of November but will continue to provide support to the business until a new Marketing Director commences. An international search has commenced for the role of Marketing Director CUB.

Further information:

Media queries

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