

# Notice



## Muntons European Sales Manager

### New appointment

Muntons are pleased to announce the appointment of Bart Willems to the position of European Sales Manager.

Bart brings a wide knowledge of the food industry and has an extensive understanding of the use of malted ingredients in a wide range of food, drink and bakery applications. Trained as a Food technologist, with a Master of Science degree, Bart has spent the last 13 years working within the European food and bakery industry.

He will be looking after all aspects of Muntons sales within Europe and is looking forward to the challenges ahead: "Interest in healthy natural products is on the increase and this is particularly true for malted ingredients, which are currently attracting a great deal of attention. I am pleased to be joining Muntons and taking up the challenges that the European markets will inevitably bring." said Bart. He continued, "The new products that Muntons are creating from development work being undertaken in the new Centre For Excellence are refreshing, not only helping manufacturers to meet the demands of the modern consumer but also helping to keep cost under control. I am looking forward to introducing these to our Customers and Channel Partners."

Malt is being used in many creative ways, not just to add flavour or visual texture but often as a way of cleaning labels and improving the mouth-feel of the end product. And Muntons new Centre for Excellence is helping to provide the means for Customers, Agents and Distributors to explore these benefits first hand. Explaining how these facilities may be accessed and what benefits our ingredients can bring will be just a few of the challenges that Bart will be addressing.



*thank you for  
your attention*