

funkin

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King is a Funkin fruity chief exec

Andrew King has been appointed CEO of fruit purée maker Funkin.

King joins Funkin from smoothie maker PJ Smoothies where he was chief executive officer for two years.

Prior to PJ Smoothies, King was commercial director for Orchard House Foods, commercial director for Wells Soft Drinks and sales director for Cott.

A spokeswoman for Funkin said that King's role was a new

position for the company to reflect its restructure and expansion. She added that King would take responsibility for the commercial development of Funkin's purées.

Alex Carlton, managing director of Funkin, added: "Andrew's appointment signals a new era of rapid expansion and growth for Funkin.

"The company has already been investing heavily in product innovation and improving its service offering."

A first for Funkin fruit

Cocktail fruit mixer specialist Funkin has gained its first multiple listing. From June 7, Funkin's white peach fruit purée and liquid chocolate will be listed in Waitrose in 300g resealable tetra-packs retailing as a dessert at £3.95 each.

Until now, the Funkin range of 15 ambient fruit purées - including kiwi fruit launched this week - six fruit juices, liquid chocolate and butterscotch variants were only available in swanky cocktail bars and Selfridges and Harvey Nichols.



Funkin: first multiple listing