

23rd June 2022

New Managing Director For Manor Fresh Limited

Fresh produce supplier Fresca Group and joint venture partner AH Worth have appointed Chris Needle as the new Managing Director to lead Lincolnshire based potato and vegetable business, Manor Fresh Ltd.

In welcoming Needle, Duncan Worth, CEO of AH Worth, said “The fresh produce industry is an extremely exciting and challenging environment in equal measure. Manor Fresh is an established, successful business with a strong reputation for delivering excellent quality and service to its customers, and so we have been looking for the right candidate that would continue to lead and develop the company to achieve our future ambitions. We believe Chris to be a great fit for our business.”

Martyn Fletcher, CEO of Fresca Group, added “It’s important to us that we operate sustainably, deliver value to our stakeholders, and that our strategic partners benefit from our relationships. Chris has extensive commercial experience, proven leadership skills, and has demonstrated his drive and ambition to take the business forward – all key attributes we are looking for, in our new MD.”

Having started his FMCG career at Scottish & Newcastle (later acquired by Heineken), Needle moved across to the food industry, taking up commercial and general management roles in Greencore Prepared Meals, Bernard Matthews, 2 Sisters Food Group and most recently as Commercial Director with Greencore Salads. Speaking of his new role, he said "There's never been a more dynamic period in our industry and I'm thrilled to be joining Manor Fresh at this exciting stage. I look forward to leading the business, delivering mutually rewarding growth opportunities through strong customer partnerships and fantastic collaborative teamwork. I can't wait to get started."

Fletcher concluded “Both the Fresca and AH Worth boards are delighted to welcome Chris to the business and are very much looking forward to working with him in the months and years ahead.”

