

BORCO strengthens export business with new Global Business Development team

Press Contact:

Nikolas Odinius
Tel.: +49 40 853 16 0
E-Mail: odinius@borco.com

Hamburg, April 2021. The Hamburg based family-business BORCO-MARKEN-IMPORT is pleased to announce the following new hires and appointments for its Global Business Development team which is set to further strengthen BORCO's international portfolio, including **SIERRA** Tequila, **FINSBURY** London Dry Gin, **HELBING** Kümmel and **OLD PASCAS** rum.

In January 2021 BORCO appointed **Danny Gandert** as Head of Global Business Development, who joined the company as Senior Business Development Manager in August 2019. Danny held various leading positions in the FMCG industry and is highly experienced for taking BORCO's important international business to a new level. After working as Area Manager for Aldi Stores Limited in the UK for over six years, he was appointed to work for Aldi's UK headquarter in Atherstone as Buying Director for beer, spirits, and coffee. His professional experience paired with a passion for spirits will greatly benefit the international success of our brands.

Only recently, **Oliver Recker** joined the team as Global Business Development Manager for the regions Americas, EMEA, South Europe and CIS. After his training as a hotel specialist, Oliver has worked in the international hotel industry for many years. He then took up a role in the concept development team of Unilever, where he was responsible for the area of operation and training in a global text.

The business regions Asia Pacific and Oceania (Australia and New Zealand) will be covered by **Mai-Thy Ton** in the role of Global Business Development Manager as from 01 May 2021 who joined the company in 2017. Most recently Mai-Thy worked as brand manager for BORCO's premium whisky portfolio. Prior to her brand management role at BORCO, she held a wide range of positions in the FMCG industry, including Bahlsen, Otto Group

and Tom Tailor Group where she worked in the areas of international marketing, market research and business planning.

“Mai-Thy and Oliver have excellent industry knowledge and are highly committed to consolidate BORCO’s longstanding partnerships across the world. I am thrilled to have them in my team”, says Danny Gandert. “With these appointments, our international business is ideally positioned to strengthen our iconic brands with the help of a strong network. I look forward to working with the team”, adds Markus Kohrs-Lichte, BORCO CEO.

BORCO-MARKEN-IMPORT Matthiesen GmbH & Co. KG, Hamburg

Based in Hamburg, BORCO is one of the largest German and European producers and distribution partners of top international spirits brands. The portfolio of the independent family company covers almost all key international segments and is certainly unique in terms of its strength and unity. The international portfolio includes renowned brands such as SIERRA Tequila, FINSBURY London Dry Gin, HELBING Kümmel and OLD PASCAS. BORCO supports responsible drinking. Find out more on <https://www.massvoll-geniessen.de/>. For more information on the company and portfolio please visit www.borco.com.

Winsbergring 12-22, 22525 Hamburg

Tel.: 040-85 31 6-0

Fax: 040-85 85 00

E-Mail: infoline@borco.com