



WOOLWORTHS
LIQUOR
GROUP

July 2015

Dear Supplier,

Following the announcement regarding Craig Sibbit's move to the Head of Category role in Pinnacle Drinks we are pleased to advise of the appointment of **Adam Fry** to the role of **Head of Merchandising - BWS** reporting directly to both Guy Brent, General Manager BWS and Rose Scott, General Manager Merchandising and Marketing.

Adam has been with the Woolworths Group for 14 years and during this time has built extensive knowledge across many of the Woolworths businesses and their respective interactions with our suppliers. Immediately prior to joining the BWS team Adam was working with the Senior Management team at Quantum on a secondment basis to lead and participate in the capability development as we move to a customer focus across our total business. Within Woolworths Adam has previously held senior roles in Merchandising and Trade Planning across Supermarkets, Big W and the Woolworths Liquor division.

Please join with us in congratulating Adam on his appointment.

Regards,

Rose Scott
General Manager Merchandising and Marketing