

# Country Sales Manager Spirits with international responsibilities.

## Koninklijke De Kuyper

is the world's largest supplier of renowned cocktail liqueurs and a well-known producer of liqueurs, gin, genevers and advocaat. A strong brand policy, a high-quality range and a professional international distribution network form the basis for an innovative and successful market approach. Products are produced in The Netherlands and exported to over 100 countries. The corporate culture is entrepreneurial, informal and internationally oriented. For more information about the organisation see [www.dekuyper.com](http://www.dekuyper.com)

## Job description

Say cocktails, you say De Kuyper. From Tokyo to Los Angeles and from Sydney to London, De Kuyper is an important supplier for retail worldwide, indispensable within the catering and food service industry and professional partner of trendsetting bartenders.

You will be working with a strong and broad product range. Sales and marketing processes are professional, solid and leading for the entire organisation.

As Country Sales Manager, you will primarily be responsible for the UK, a strategically key market for De Kuyper. You will work closely with the UK distributor: a world-renowned producer of premium spirits and together you will build an even stronger position in the UK market.

In addition you will be responsible for the realisation of turnover, gross margin and value growth objectives in Australia/New Zealand and, in time, Canada. You are the point of contact for the distributors of these markets.

You will be present at least once a week at the UK distributor (South London) and twice a month at De Kuyper's head office in The Netherlands (Schiedam) for consultations with your colleagues from the international sales team.

Some of your responsibilities:

- Support and manage distributors, their sales activities, conduct (price) negotiations in order to achieve target volumes and marketing plan.
- Translate brand strategies into market execution plans in line with the organisation-wide "global vision to action", in collaboration with global marketing team and distributors.
- Monitor adequate forecasting and KPI realisation by distributors.
- Organise, plan and implement brand activations, local trade shows, workshops and events with support from the customer marketing team.
- Know your markets, spot trends and translate these into new opportunities. Business development is key.

Reporting directly to the Global Sales & Distribution Director, you will combine hybrid working with travel.

## Job requirements

- You have broad international FMCG sales experience. Experience with beverages and/or on-trade/off-trade in UK is a prerequisite.
- Proven experience in building new business, in addition to letting existing business thrive.
- Your career is characterised by professional internationally oriented employers. Marketing-driven and "branding" are key words here.
- You are a "go-getter". You are result-oriented and show initiative. For you, the glass is obviously half full and you think in terms of opportunities.
- Interpersonally, you are strong. You communicate skillfully and committedly and you know better than anyone else the qualities of a true team player.
- You are commercially astute and a skilled negotiator. You are known for effective stakeholder management.
- You are familiar with managing and working with an international distributor network.
- You speak and write English fluently. Command of other languages is an advantage. You live in the UK and within travelling distance of Hook (North Hampshire)
- Regular international travel is clearly part of this role.

## Offer

De Kuyper offers a wonderful opportunity for a talented Country Sales Manager to join a successful market leader. If you have a passion for sales and are looking for a challenging but rewarding role, we would love to hear from you.

- A highly competitive salary and a sizeable bonus scheme linked to company and individual performance
- An informal and professional corporate culture that encourages success
- The opportunity to have a significant impact on the growth of De Kuyper in your role.

## Response

De Kuyper has outsourced the recruitment and selection for this vacancy exclusively to BEACH Recruitment, specialists in the Food sector. For more information, please contact Beach Recruitment BV 003123-2050288 or the responsible consultant Hans Otten by phone on 00316-12766261. You can apply via [www.beachrecruitment.com](http://www.beachrecruitment.com).

*BEACH Recruitment is a specialist in filling vacancies in the food industry and works from a broad experience with all relevant job groups at Bsc and Msc level. In recent years, BEACH*



*has successfully filled vacancies for a wide variety of organisations: from well-known multinationals to start-ups, from A-brand manufacturers to leading contract manufacturers. Global and European recruitment with network of local partnership agencies.*