



Champion Flour Milling announces new leader

The FoodStuff executive behind NZ's first certified carbon zero milk joins leading New Zealand flour business Champion.

11 November 2022 - Leading New Zealand flour miller Champion has announced Chris Anderson Director and Country Manager – New Zealand.

The appointment was suggested by sibling company Allied Pinnacle Chief Executive David Pitt and Managing Director Takao Ouchi to leverage the legacy and combined strength of the two leading Australian and New Zealand flour milling businesses. Both companies are owned by parent company Japan's Nisshin Seifun Group Inc., which approved the new director's appointment as Champion's shareholder.

Anderson has over 20 years FMCG experience across a broad range of sectors and categories, having held senior commercial roles with Coca Cola Amatil, Streets Ice Cream, SC Johnson and Goodman Fielder.

Most recently Anderson held the role of Merchandise Manager for Foodstuffs North Island, with multiple category responsibilities including Bakery, Chilled, Alcohol, Deli, Eggs, and Beverages.

In July 2020, Anderson led FoodStuffs to partner with Fonterra to produce Simply Milk, New Zealand's first carbon neutral milk. The milk, created in response to consumer demand allows conscious Kiwis to reduce their carbon footprint through purchase.

Allied Pinnacle CEO David Pitt, who's thrilled to have the highly accomplished FMCG professional join the executive team, says, "Chris has a proven track record of finding customer-centric solutions and as we continue to shift gear from strategy to execution, he will lead the team to drive value and win in our chosen categories. Across both markets, we have a clear vision – to be the Flour, Bakery Ingredients and Frozen Baked Goods business partner of choice in both Australia and New Zealand."

Anderson of the appointment says, "Champion is New Zealand's leading flour milling business with a trusted 160-year history of technical expertise and grain science. I'm committed to delivering on the mission to provide market leading solutions from grain to table, with the best quality, lowest cost and seamless service delivered in a sustainable way."

Champion's New Zealand-based R&D and sibling company Allied Pinnacle's Australian-based R&D, is complemented by owner Nisshin Seifun Group's advanced flour and nutrition research facility, resulting in world-class expertise and insights shared with customers.

Nisshin Seifun Group representative in ANZ and director of both Allied Pinnacle and Champion, Takao Ouchi says Anderson joins a trusted global company that helps build the food infrastructure of the future. Ouchi says, “Chris has a stellar reputation for doing good business in New Zealand. We welcome him to the group.”

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About Champion Flour Milling

Champion is New Zealand’s leading flour milling business with a trusted 160-year history of technical expertise and grain science. As the flour supplier of choice to New Zealand’s best commercial, home kitchen and food manufacturers, Champion enables customers to achieve professional results every time. The ‘Champion advantage’ gives bakers and manufacturers the professional edge by sourcing New Zealand’s finest grains, using clever science to unlock their potential, milling them to perfection, sharing global insights and ideas, and finding customer-centric solutions. Visit <https://championflour.co.nz/>.

About Allied Pinnacle

Allied Pinnacle is a world-class milling and bakery business with more than a 100-year history. We bake the future from flour. As the Flour, Bakery Ingredients and Frozen Baked Goods business partner of choice across Australia and New Zealand, we provide market leading solutions from grain to table. Combining consumer-led innovation with over 100 years of know-how and backed by Japan’s largest milling business, Allied Pinnacle transforms Australian grains into iconic and much-loved household products. Visit <https://alliedpinnacle.com/>