



23 July 2021

NZX/ASX Code: MFB

MY FOOD BAG APPOINTS JOANNE MITCHELL AS CHIEF CUSTOMER OFFICER

My Food Bag Group Limited (NZX: MFB) is pleased to announce that Joanne (Jo) Mitchell has been appointed as My Food Bag's Chief Customer Officer, leading the company's Marketing and Customer Love teams.

Jo joins My Food Bag with over 25 years' experience spanning all facets of marketing in both New Zealand and the United Kingdom. She has held senior marketing roles at Kraft Foods (in the UK), Charlie's Drinks, McDonald's Restaurants and, most recently, DB Heineken. Jo has won multiple awards for her professional achievements including TVNZ/Marketing Magazine Marketer of the Year in 2019.

Kevin Bowler, CEO, welcomed Jo commenting: "We are thrilled to have someone of Jo's calibre joining My Food Bag as we embark on this next exciting phase of growth. With a strong track record of developing award-winning marketing campaigns, growing sales and inspiring capability and talent around her, we look forward to Jo joining My Food Bag and taking up an important position within our strategic leadership team."

Joanne will commence at My Food Bag in October 2021.

Authorised by:

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