



Job Description

Name	Business Development Manager	Date	17/06/24
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Job Parameters	
Title	Business Development Manager (EBF Drinks)
Reports to	Sales & Marketing Director
Location	Home Based
Permanent / Temporary	Permanent

Overall Purpose of the Role:

Are you passionate developing new business?
Do you have proven success in a sales role/field sales?
Are you resilient, tenacious, take a knock back and determined to make things happen?
Do you want to work with iconic and leading drinks brands?

If the answer to these questions is YES, this role could be a fantastic step in your career as a Business Development Manager. with Empire Bespoke Foods, a leading fine food importer, distributor and brand builder of authentic food & drink products from around the World.

You will be focused on driving new listings, distribution, sales and profit across our branded drinks portfolio including:

Icelandic Glacial Water: *Premium Alkaline Water Brand (Ph 8.4), Sourced from Olfus Spring in Iceland with it pristine eco system. The 1st bottled water company to be certified carbon neutral from product to production.*

La Mortuacienne: *Traditional French Artisanal Lemonade Brand*

Virgil's: *America's no 1 selling, all natural handcrafted soda brand.*

Cacaolat: *Spain's no 2, (Catalonia's number 1) Premium chocolate milk*

Clamato: *America's no 1 Seafood and Tomato Juice (see separate drinks one pagers)*

There will also be a requirement to sell EBF Food products but your primary focus will be on drinks. You will focus on unlocking new business both within the greater London area and also across the wider UK.

This is an exciting role requiring an experienced commercial operator capable of developing our business within all sectors including Convenience retail chains, wholesalers, independents, deli's cafes, symbol groups, garden centres, hotels, pubs & restaurant groups, contract caterers and food service operators.

You will be responsible for delivering against agreed plans within your target customers to achieve listings, distribution and budgeted sales and profit targets.

The successful candidate will use their experience, knowledge and contact base to engage with buyers to increase our drinks range listings in new accounts.

The role requires accurate reporting of sales performance throughout the year and clear communication of all business opportunities as well to manage progress against budget.



The BDM will work closely with other business functions, Sales, Marketing, Customer services and Purchasing to deliver against targeted growth so strong interpersonal skills and a desire to work with others is an essential aspect of the role.

Principle Accountabilities:

Develop new customers and new business to achieve drinks core range listings and deliver budgeted growth sales, distribution and profit targets.

Create and execute a clear customer target range and distribution plan and report weekly/monthly on business progress.

Ownership of drinks annual promotional plans and ensure measurement, set up & tracking to enable accurate reporting and forecasting.

Implement cost price increases to maintain acceptable levels of margin for the business.

Responsible for building relationships and driving the business agenda at key industry events such as IFE/Trade shows

Working Conditions and / or Physical Requirements:

Requirement to be in the office a min of 2 times a week when not visiting customers./ this is a field based role. There will be a requirement for UK travel to visit customers.

Ideally candidate would be based in London/within the M25 or within easy access.

Key Requirements:

This is an exciting role with plenty of autonomy and an opportunity to make a real impact in a fast-paced commercial environment.

Candidates will need to demonstrate:

- Experience in unlocking & developing new business.
- Strong commercial acumen, business awareness & ability to plan and organize.
- Track record in unlocking branded sales & profit growth, new listings & distribution. (preferably in the drinks category)
- Experience and ability to sell, negotiate and make things happen.
- Strong communication and interpersonal skills to work and communicate confidently and collaboratively with customers, suppliers and internal colleagues.
- Able to work both independently and as a team member.
- Excellent questioning and listening skills.
- A positive "can-do" attitude, ability to think big, act fast, find a solution and thrive on it.
- Resilience and tenacity – both externally with customers and internally.

Additional attributes of benefit:

- Experience of working in a fast-paced environment.
- A genuine interest, passion and knowledge of drinks.

Additional Information

Empire Bespoke Foods is a small, friendly company without the 'red tape' of a large corporation. We encourage people to be flexible, to contribute to the company as a whole and to take advantage of the opportunity to learn about other areas of the business.