

# Bill Jordan returns in family deal to buy European Oat Millers

## Andrew Don

Bill Jordan, the former chairman of Jordans Cereals, has resurfaced six years after selling his family business to Associated British Foods.

Along with his brother, David Jordan, he has bought supplier European Oat Millers outright for an undisclosed sum. They have acquired a 50% stake – to add to the 50% they already owned – from chairman Moez Karsan and wife Naseem Karsan.

The deal is the latest step in a relationship that dates back to when Moez Karsan joined Jordans Cereals in the 1980s to help it to introduce the first granola bars into the UK market.



Bill Jordan and family sold Jordans Cereals in 2008

The Jordan family sold Jordans Cereals to ABF in 2008.

Bedford-based EOM supplies oats and other grain-based ingredients to most major producers of porridges, muesli, granola and other oat products, such as biscuits.

The company also operates a retail cereal plant producing

own-label breakfast cereals, such as flakes, extruded products and granolas to many of the top retailers in the UK and Europe.

“The contribution Moez has made to this sector and to European Oat Millers in particular cannot be underestimated,” Bill Jordan said. “The greatest testament to his achievement will be the continued growth and prosperity of this business, to which we and the management team are dedicated.

“The new EOM board will be backing our management team with an investment programme aimed to create substantial additional capacity in our milling business.”

## people news in brief

● Michael Farry has been appointed people director at **Graze.com**. He joins from online photo processing company Photobox where he worked for two and a half years as HR director.

● Tom Taylor is to step down as chief executive of the **Agriculture and Horticulture Development Board** at the end of November after over four years. AHDB said the search for his successor had begun and deputy CEO Mick Sloyan would cover his duties in the interim.

● **Traditional Norfolk**

**Poultry** has appointed Lionel Halls as head of agriculture. Halls was previously agricultural director at 2 Agriculture and has also worked for Vion and Grampian Food Group.

● **Associated Seafoods** has named Beth Clark as commercial manager. She has more than 20 years' experience in the seafood industry, working with the multiples and in seafood account manager.

● Mark Williams has joined **Oakland International** as its new general manager for

business support and customer service. He was previously general manager at Harry Tuffins and has worked for the past two years at Midcounties Co-operative Society.

● **Linkfresh** has named Bob Mann as chairman. He previously led the European operations of a number of US companies, including Siebel Systems.

● **Bavaria** has appointed Martin Seccombe to lead its sales activity in the c-store and wholesale sectors. He joins the Dutch brewer from Global Brands.



Jim Cregan

## Planning a PR stunt? Ask for forgiveness, not permission...

**A** couple of weeks ago, the Bournemouth Air Festival – an event lasting four days with air displays, food and drink stands, entertainment hubs and loads more – took place. It's a great event, drawing more than a million people to our awesome town over the four days. As it's a local event for us, we thought we'd get involved. But how?

Well, I've always wanted to do something 'stunt' style and thought a giant one-tonne hailstone full of Jimmy's Iced Coffee crashing on to the beach would be pretty fun and engaging. So we did it. We turned up at 5.30am with a dude called Mark from In Ice Designs, who had eight blocks of ice in the back of his van. Saying we were delivering ice to a restaurant got us through the gate and on to the promenade. While it was still dark we grabbed shovels, dug a small pit and filled it with a pallet. We then built the one metre-cubed hailstone by simply layering the blocks 'Jenga style' and allowing the cubes to fuse together.

The blocks were as clear as glass and you could see the suspended cartons perfectly. Once in position, we removed the pallet to allow the hailstone to slump into the sand, making it look like it fell from the sky. And that's what we told the council when they asked what on earth was happening. That joke died immediately and we were asked why we didn't ask for permission. We explained that we wanted to do something totally 'off the cuff' for everyone and supported our statement with a digital copy of our public liability insurance. Phew...

The rest of the day was spent by people of all ages touching, prodding, poking and licking the hailstone with some lucky ones managing to grab an iced coffee as it melted. We then offered a real iced coffee in return for their frozen one – a great reward for a great deal of patience.

Overall, the activation was very well received and our aim of driving brand awareness was achieved. Many people took photos, asked questions and left knowing that if they ever wanted more, they could pop out to Waitrose, Tesco, BP and more. I'm thoroughly looking forward to doing an entire hailstorm one day with tonnes and tonnes of ice cubes. Watch this space!

*Jim Cregan is the Jimmy of Jimmy's Iced Coffee. He blogs for The Grocer at [thegrocer.co.uk/chinup](http://thegrocer.co.uk/chinup) and is on Twitter: @jimmysicedcoffee*