



WÜSTHOF

Made in Solingen

2023 PRESS RELEASE

January **WÜSTHOF appoints Alexandre Mathieu as President of Sales EMEA, sharpening sales and distribution across Europe**

Personnel **Solingen, Germany – January 2023**

WÜSTHOF is pleased to announce the appointment of Alexandre Mathieu, President of Sales EMEA. Alexandre is in charge of European sales, reporting directly to Roger Bohrman, Chief of Staff of the WÜSTHOF Group. WÜSTHOF is moving closer to customers in France and the UK by introducing individually tailored direct sales structures, a strategy that has already proven successful in Germany and North America. Alexandre, a proven expert in expansion strategies, has over 20 years of international sales experience in the luxury and premium sectors, including Regional Sales Manager at Beauté Prestige International in Paris, and, most recently, Director of Commerce EMEA at Cybex GmbH, where he led on strategy to steer commercial transformation.

‘It’s a great honor for me to join WÜSTHOF. Joining WÜSTHOF is getting the chance to collaborate with all employees to write the next chapter of this great history, leveraging current know-hows to provide our consumers with the best culinary experience. This requires to put our consumer in the heart of our decision process and therefore to interact with our retailers, challenge ideas, analyze data, understand needs and best practices in the market and also requires to spend time in the field. These are my wishes for 2023,’ says Alexandre on the goals of his new role.



WÜSTHOF, the Solingen-based knife manufacturer of premium lifestyle products with premium service, is implementing the new EMEA strategy by expanding the sales team at key points, introducing in-house sales managers to deal directly with retailers. The appointment of two further sales specialists, Philippe Dayron, Area Sales Manager for France, and Carl Branigan, Country Manager for the UK, reinforces this strategy.

Philippe Dayron, previously Operations and Managing Director of A.W. Faber-Castell France, a subsidiary of A.W. Faber-Castell Vertriebs GmbH in Germany, has been supporting the WÜSTHOF sales team in France since November 2022. In terms of logistics, WÜSTHOF will fulfil French sales from the company headquarters and manufacturing base in Solingen, Germany.



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Carl Branigan and his sales team will supply retailers directly from WÜSTHOF's newly built UK warehouse as the company adapts to customs conditions and post-Brexit challenges, founding its own local sales and distribution company in order to maintain prompt and reliable delivery to customers.

'My passion has always been for premium brands that inspire customers all over the world thanks to their quality, tradition and innovative spirit. I want to share my enthusiasm for WÜSTHOF knives with everyone in the UK,' says Carl on why he's excited to be joining WÜSTHOF.

About WÜSTHOF

WÜSTHOF, based in Solingen, is one of the longest-established premium knife brands in the world, producing high-quality knives as well as products for the sharpening, storage and care of premium blades. Founded in 1814, this seventh-generation family business still manufactures every knife in Solingen, Germany, with fine craftsmanship, the best materials and state-of-the-art technology. WÜSTHOF has its own sales companies in the USA and Canada and, as of January 2023, also in the UK. WÜSTHOF customers include renowned professional chefs and lovers of fine food, all over the world.

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Press contact:

WÜSTHOF GmbH

Thomas Meurer
Kronprinzenstraße 49
42655 Solingen
T +49 212.2067 0
E presse@wuesthof.de