



SNOWFOX GROUP BOLSTERS BOARD TO SUPPORT GROWTH

*Sophie Tomkins joins Board and appointed Chair of the Audit Committee
Douglas Lamont joins Board as NED*

(United Kingdom; December 2nd, 2021): The Snowfox Group (“the Group”), a leading, international, multi-channel Japanese food business that owns and operates the YO!, Snowfox, Taiko, and Bento brands, has announced the appointment of Sophie Tomkins and Douglas Lamont to its Board of Directors. Joining as Non-Executive Directors, they will support the Group’s international growth and will commence their roles with immediate effect.

Sophie Tomkins has over 30 years of finance experience, including capital markets and Audit roles and Non-Executive Board positions. She is currently Non-Executive Director at Hotel Chocolat Group, Virgin Wines, and two international technology led groups, System1 Group (advertising effectiveness) and Cloudcall Group (communications software). A qualified Chartered Accountant, Sophie’s experience of rapid growth, multi-million-pound PLCs, as well as her knowledge of navigating capital market events in both the public and private markets, makes her a valuable addition to the Snowfox Group Board.

Douglas Lamont’s career spans over 25 years. With a reputation for creativity and innovation, his extensive knowledge of international growth and route to market strategies as well as challenger brand thinking and culture, will bring additional expertise to the group board. He has been Chief Executive of Innocent Drinks since 2013 and has overseen the transition of ownership to Coca-Cola, after which the company more than doubled in size with turnover increasing to over €500m. This was accomplished through a combination of geographic and product range expansion, increasing market share from single digit to over 20% to achieve market leadership across Europe. He is also a trustee of the Innocent Foundation and led Innocent to B Corp status in 2018.

Previously Douglas was Corporate Development Director at Wanadoo / Freeserve, and started his career at KPMG Corporate Finance

In addition, Chris Rogers, who has served as Non-Executive Director of the Group has decided to step down from his position in order to focus on his other non-Executive roles.



John Walden, Chairman of Snowfox Group, said: “The Snowfox Group has undergone a period of rapid growth and diversification and we are pleased to add talented new members to our Board. Sophie will bring further financial rigour and oversight, while Douglas’ expertise will provide new capabilities as we focus on international growth. The Board would also like to thank Chris, who has been invaluable to the team. We wish him well as he focuses on his other commitments.”

Snowfox is the market leading Japanese food business across North America and the UK, serving customers across multiple routes to market, selling over 60 million trays of sushi a year from over 5,700 distribution points. This includes:

- Over 1,900 in-store sushi kiosks, with customers including Kroger, Loblaws, Asda, Costco, Tesco
- Supplying fresh, pre-packaged Japanese food to over 3,700 foodservice and grocery outlets – via eight factory production sites
- Operating 65 innovative restaurants, including on-the-go and delivery

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Notes to Editors

The Snowfox group brings together four leading Japanese food brands:

- Snowfox: Founded in 2005 in Houston, Texas - Snowfox is the franchisor of over 1,100 full service sushi kiosks in 25 states throughout the continental U.S., Hawaii and Alaska
- Taiko: Founded in 1997, Taiko was the first sushi manufacturer for UK supermarkets and has evolved into the most innovative manufacturer of sushi, bentos and snacks in the UK
- Bento: With over 900 locations, Bento was founded in 1996 in Canada and provides quality grab & go sushi and hot Asian food to 1,700 partners, including supermarkets
- YO! In 1997, YO! was the first to bring the ‘kaiten’ conveyor belt to the UK. Today, YO! has 65 restaurants across the UK