



Priestley Gourmet Delights Appoints Xanny Christophersen as New CEO

- *Appointment underpins the company's focus on national expansion*

Brisbane, February 15, 2024 - Priestley Gourmet Delights, a leading national sweet and savoury food supplier and manufacturer, today announces the appointment of Xanny Christophersen as Managing Director and CEO. Ms. Christophersen's appointment comes as the company prepares for its next stage of growth as it looks to deepen its manufacturing capability to support national expansion.

Ms. Christophersen joined Priestley's in 2011 and has a deep understanding of every facet of the company's operations. From 2017, she held the position of COO where she was responsible for manufacturing, supply chain (including raw materials, warehousing, and distribution), and, until recently, sales, marketing, and new product development. During her tenure as COO, she accomplished significant growth for the business. She also played a crucial role during the challenging Covid years, demonstrating agility and experimentation to test ideas rapidly, iterate quickly, and launch minimum viable products and services that enhanced experiences for customers, factories, employees, and products.

Commenting on her appointment, Ms. Christophersen said, "The cake business is in my blood. As the niece of the founder, Marilyn Jones, I remember helping her sell cakes from the boot of her car in the early years of Priestley's. It's a privilege to step into the CEO role, ensuring the continuity of the family business and its focus on high-quality natural local ingredients.

"There is a huge opportunity to keep innovating, redefining our processes and products to support growth into new markets and cater to new tastes. Priestley's is a business with strong financial fundamentals that has the potential to become a strong contender in the regional bakery market. I look forward to leading the company through this period of expansion."

Commenting on Ms. Christophersen's appointment, Priestley Gourmet Delights Chairman, John O'Hara, said, "The Board is delighted to promote Xanny Christophersen to CEO. She is a proven leader who has successfully scaled revenue and operations for Priestley's and was instrumental in driving the continuity of the business through the Covid era. Her passion for the business and the food service industry is paramount. She has excellent strategic and commercial aptitude to join Priestley at such an exciting time in the Company's history. With Xanny as CEO, the Board is confident that we have a leader with deep industry experience, huge ambition, and the proven ability to help us create the most impactful and successful baking business in the world."

"We extend our heartfelt gratitude to Ken Harley, for his exemplary leadership, unwavering dedication, and hard work throughout his seven-year tenure as CEO. Ken has chosen to pursue a new challenge in the Food Industry and we wish him every success in his new endeavour."

Ms. Christophersen will commence her role as CEO in April 2024.



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About Priestley's Gourmet Delights

[Priestley's Gourmet Delights](#) (PGD) is a family owned and operated business based in Brisbane with manufacturing facilities in both Australia and New Zealand. The company was formed in 1995 and has grown from a 75sqm bakery with just 8 staff creating cakes, supplying to cafes across Brisbane and surrounding areas, to having 148 staff in a 4600sqm purpose-built facility, supplying frozen cakes and desserts via foodservice distributors across all of Australia and New Zealand.