

Foodbuy welcomes Carl Howells as the New Commercial Director of Hospitality

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Foodbuy, the procurement division of [Compass Group UK & Ireland](#), has announced the appointment of Carl Howells as its new Commercial Director.

With an impressive track record and extensive experience in the field, Howells brings a fresh perspective and strategic vision to its team.

In this pivotal role, Carl will oversee all aspects of Foodbuy's hospitality operations. Carl will look to specifically grow this arm of the business. This involves building the client base by offering hotel clients unparalleled efficiencies and manufacturer deals.

Foodbuy currently manages a combined client spend of over £1.4 billion in the UK alone, with clients benefitting from supply chain solutions across all categories, culinary expertise to support menu design, margin delivery and chef development through Foodbuy Culinary Solutions. Foodbuy also offers a comprehensive online ordering system and expertise in alcohol procurement and brand support.

Carl Howells has spent over 25 years in the hospitality sector, holding key leadership positions at renowned establishments including premium health, fitness and spa operator, David Lloyd Clubs, as well as supporting various well-known 4- and 5-star hotel groups both in the UK and internationally. His most recent role has been at Entegra for five years, where he was the Director of Operations and then the Director of Client Relations. Expertise spans premium health, fitness and spa, hospitality and casual dining. Howells is known for fostering collaborative teams, bringing innovation, change and driving growth.

Karl Atkins, Managing Director at Foodbuy UK & Ireland said: *"We are delighted to welcome Carl to the Foodbuy family. His proven leadership and deep understanding of the industry will undoubtedly elevate*

our client experiences and contribute to their continued success.”

Carl Howells said: *“It is great to join Foodbuy and lead this exceptional hospitality team. Together, we will enable our clients to drive profitability, help them build on their customer offer and support the development of their teams with our market-leading procurement solution.”*