

# A New Year promotion for Vacherin's Alex Rowe

1 year ago



[Vacherin's](#) Alex Rowe has had a fantastic start to 2025 with a promotion to Director of Food for the specialist London caterer.

Alex's promotion is in recognition of his leadership and achievements as Head of Food and his dedication to culinary excellence, fostering inclusivity and ensuring every detail of Vacherin's food culture is exceptional.

Highlights include bringing grass roots talent into the industry with PLATE (Vacherin's next generation chef talent programme in partnership with Westminster Kingsway College), working with renowned chefs such as Doug McMaster and Sabrina Gidda to elevate Vacherin's sustainability commitment and investment in culinary and talent development, as well as giving back to the community through Vacherin's support of charities including Luminary Bakery, Brigade and Surrey Docks Farm.

Alex said about his promotion: "I'm truly honoured to have received this promotion in recognition of all the amazing things the team and I have accomplished over the past 18 months. Vacherin is a very special place to work, and I wouldn't be in this position today if it wasn't for all the phenomenal chefs and colleagues that support each other. I couldn't be more inspired to drive a talented chef culture into the future, and with our combined knowledge, time and passion, there really are exciting times ahead."

Phil Roker, Managing Director for Vacherin, adds: "Alex's promotion is in recognition of the way he's evolved the food culture within Vacherin, elevated our culinary reputation even further, and worked with our consultant chef Sabrina Gidda to make her an integral part of our food story. He's also built and developed a fabulous culinary team, which is evidenced by the number of competitions our chefs have



entered and the record number of medals and wins they have achieved under his leadership."