



PRESS RELEASE

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Cloetta appoints Andrew Row as Chief Operations Officer

Stockholm, Sweden – Cloetta, Northern Europe's leading confectionery company, announces that Andrew Row has been appointed Chief Operations Officer (COO) and member of the Group Management Team. He will report to CEO Katarina Tell and joins Cloetta in September 2025.

Andrew has more than 20 years of international experience from FMCG, particularly within food, beverage, pharmaceuticals, and household goods. He joins Cloetta from the position as Chief Operations Officer Müller Milk & Ingredients, the largest milk supplier and distributor in Great Britain. He has previously held key roles at Unilever, Reckitt, INEOS Hygienics and Refresco. Andrew holds a Bachelor, Integrated Engineering from Nottingham Trent University.

"I'm very pleased to welcome Andrew to Cloetta's Group Management Team as COO. He brings a wealth of relevant industry and leadership experience to support the execution of our new strategic priorities.", says **Katarina Tell**, President and CEO.

"I'm thrilled to join Cloetta as Chief Operations Officer and contribute to a company with such strong heritage, beloved brands, and a clear commitment to growth and operational excellence. I look forward to working with the team to deliver continued value for consumers and customers across our markets." says **Andrew Row**, incoming COO.

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