

**Media release**

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**Founders First appoints Coles Group's General Manager of Marketing –  
Liquor to head up its Marketing & Innovation**

CEO of Founders First Mark Haysman is pleased to announce the appointment of Yolanda Uys to the newly created role of Marketing & Innovation Director.

Founders First (FF) is an ASX listed company that leads the industry in supporting and growing independent craft brewery and distillery businesses, backing talented makers with a big vision. Brands in Founders First's portfolio include Jetty Road Brewery, Foghorn Brewery, Slipstream Brewing Co, Sparkke, Ballistic Beer Co, Sauce Brewing Co, Torquay Beverage Co, Kangaroo Island Spirits (KIS), Brogan's Way and Green Ant Gin.

Uys will become an integral part of the Founders First's Executive Leadership Team and her appointment is an important one for the business in the development, roll out and execution of its strategic growth agenda.

A highly experienced innovator and marketer in liquor retailing, Uys has been Coles Group's General Manager Marketing for the past three years and she has led the marketing strategy for Coles Liquor and successfully relaunched the Liquorland and Vintage Cellars brands.

Prior to this, Uys was Woolworths Group's Head of Marketing for Dan Murphy's for five years where she championed projects such as the Dan Murphy's Loyalty Program, and The Dan Murphy's Cellar on Chapel Street.

Haysman is thrilled by Uys' appointment. "Yolanda brings a wealth of industry knowledge, experience and diversity having worked not only here in Australia but abroad in South Africa, London, Barcelona and Budapest, building world class brands across both retail and FMCG.

"With Yolanda's passion for building people and teams, and her proven track record in delivering ambitious marketing strategy outcomes, both in a physical and digital sense, we can't wait to see what we can achieve together," he says.

Uys is equally excited about joining the Founders First team. "Being a part of a business that is focussed on helping entrepreneurs and brands with bold ambitions was a key drawcard for me, especially at a time when driving growth back into our local industry is so crucial.

"Australia has some of the world's most talented craft producers and I can't wait to help them accelerate their growth and consolidate their brands on a local, national and international stage.

"Coupled with a world class team of highly talented functional experts, under the leadership of Mark and supported by a forward-thinking Board, this is an unmissable opportunity," she says.

Uys commences her role at Founders First in early November.

Ends.

**For media enquiries and images please contact:**

Michelle Campbell | Minc Communications | 0410 614 433 | [michelle@minccom.com.au](mailto:michelle@minccom.com.au)

**ABOUT FOUNDERS FIRST**

Founders First (FF) is an ASX listed company that leads the industry in supporting and growing independent craft brewery and distillery businesses, backing talented makers with a big vision. Their focus is on allowing founders to play to their strengths while the Founders First team of industry experts supports by filling in any missing gaps constraining growth and profitability. Ultimately, Founders First backs founders to succeed... loves being part of the journey and collaborates to create a stronger craft community. [www.foundersfirst.group](http://www.foundersfirst.group)