

Giggling Squid Appoints Camilla Katté as Marketing Director

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Giggling Squid, the fast growing family of Thai restaurants, has made its first senior appointment since its £6.4m investment from BGF (Business Growth Fund) in November, with Camilla Katté joining as Marketing Director.

Camilla has 10 years' PR and marketing experience, most significantly a four-and-a-half year term at Carluccio's, which saw the Italian restaurant group more than double in size and launch internationally. She joins from Strada Restaurant Group where she was Head of Marketing for both Strada and new-to-market Coppa Club.

"We are gradually assembling an exciting group of people committed to seeing Giggling Squid reach its full potential of around 150 sites in the UK," said Giggling Squid MD Andy Laurillard, adding, "Camilla's experience at Carluccio's and subsequent projects, as well as her strong all round marketing skill set made her the ideal candidate."

Katté was introduced by Giggling Squid's new Chairman Simon Kossoff, Chairman and former CEO of Carluccio's.

"I am absolutely delighted Camilla is bringing her talent and experience to the team. Giggling Squid has tremendous potential and this is a real step in realising the potential of this exciting and wonderful young brand," said Kossoff.

Katté is based at the company's new 1,500 feet head office in the Old Print Works opposite Guildford Station in Surrey.

Giggling Squid is also recruiting for a Finance Director, a Training & Development Manager, a Health & Safety Manager, and a number of additional area managers as part of its continued expansion. Their target is to reach a roll out rate of 10 sites per year over the next three years.

The company has a portfolio of 14 sites across the South of England and the Midlands, with advanced plans to open in Bury St Edmunds, Berkhamsted, Farnham and Warwick, during the first half of 2016.

With no central kitchen, all meals at Giggling Squid will remain freshly prepared from scratch, on site, by skilled Thai chefs. Its healthy tapas menu has proved universally popular, especially at lunchtime with office workers and friends enjoying lunch together.

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