GREAT Britain Campaign

Thursday 1 May, 2014

Further to a meeting at Number 10 Downing Street and the Prime Minister`s office It gives me great pleasure to announce that Alan Coxon, multi award-winning chef, culinary innovator, TV presenter, author, international judge and food archaeologist has been invited to assist in the Government's international GREAT Britain campaign.

Starting in April 2014, Alan will be representing and promoting the British food, beverage and tourism industries as part of the GREAT campaign, working closely alongside Visit Britain, the national tourism agency and UK Trade and Investment.

Taking on a multifaceted role, Alan will be helping to promote and expose British food and drink around the world, with the aim of increasing awareness and generating export opportunities. Alan will be leveraging the contacts he has made over a 30 year career in the industry, having worked in leading hotels and Michelin starred restaurants across Europe, cooking for royalty, heads of state and stars of stage, screen and music.

In addition, Alan will be wearing his "Food Archaeologist" hat helping to promote the culinary heritage within British Tourism.

Alan says "I am honoured and extremely proud to be a part of the GREAT Britain campaign and I hope that my involvement will make an impact and a difference for the British food, beverage and tourism industries.

Wherever I go around the world I love to extoll the virtues of our GREAT British culinary heritage; where every ingredient has a place of birth and every recipe a creator. We have a fantastic menu of dishes that have travelled the globe and evolved through the centuries that remain truly GREAT today.

I am looking forward to working with all the partners involved in the GREAT Britain campaign that are pro-actively working towards making a positive difference around the world and allowing me this opportunity to assist and represent my country in this way".

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