

Case Study

fdf food & drink
federation
passionate about food & drink

Rising Star 2019

fdf
AWARDS

food and drink federation

2019

WINNER

Jessica Kelly - Premier Foods

Jess Kelly joined Premier Foods on the organisation's commercial graduate programme and has quickly proven herself in several roles to progress within the company.

Across each of her roles, Jess has made a positive impression, showing herself to be an ambassador for both the company and the industry throughout her development. Her value within the company was underlined when she became the first graduate to move straight into a permanent role on the account of a Top four retailer.

Jess' positive drive and professional approach have enabled her to deliver exceptional results during her short time with Premier Foods, with her attention to detail and creative thinking benefitting each party every time. An example of this, was a project she instigated and led to overcome issues with the packaging on

Batchelors products in the cash and carry channel. Jess worked with the brand teams to establish new guidelines and develop packaging solutions to overcome these issues, to the value of all parties.

Jess' genuine passion for the industry has seen her take on a number of ambassadorial roles to inspire future talent through mentoring and presenting at schools. Her determination to champion charitable giving has also resulted in Jess' initiatives raising over £3000 for our charity partners.

She is an exceptional talent who we are very proud to have as part of our team. Jess clearly demonstrates the skills and potential required to excel in the FMCG industry and be one of its strongest advocates.

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