

AFWS and Hospitality Guild announce executive appointments

Sophie Roberts-Brown, executive director of the Academy of Food & Wine Service (AFWS), has been appointed as operations director of the Hospitality Guild. The Guild unites 23 of the leading hospitality associations to provide 'one voice' dedicated to the development of the highest professional standards in hospitality. The AFWS is a founder partner of the Hospitality Guild.

Sophie's successor at the Academy is John Croft, who joins from his previous position as operations and employer liaison director for SkillsfinderUK Training.

Suzy Jackson, executive director of the Guild, said: 'It is testament to the collaborative working that we are already seeing across the Guild partner organisations that Sophie's credentials and contribution at AFWS have been recognised by the Guild and that both organisations will benefit from the transfer of knowledge from Sophie's appointment.'

AFWS chairman Nick Scade said: 'Sophie has brought huge enthusiasm and professionalism to the Academy over the last ten years and we are delighted that John is joining us at such a momentous time. His insight into the hospitality business will bring much practical experience to the organisation, as well as an understanding of front-of-house and the sector's training requirements, strongly supporting both our strategic alliance with the BII as well as our membership of the Guild.'

Sophie joined the Academy as general manager in 2003, becoming executive director in 2006. She modernised the Academy's outlook bringing innovative ideas to its competitions, marketing and events, including being instrumental in the development of the successful BBC TV series Michel Roux's Service which raised the profile of front-of-house training.

John's impressive career in hospitality includes being operations director of The Restaurant Partnership Group's food and beverage outsourcing facility in Malta, group facilities project and development manager at casino group London Clubs International, and manager of Le Talbooth in Dedham.

(Ends)

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Note to editors

Academy of Food and Wine Service

The Academy of Food and Wine Service (AFWS) established in 1988, is the professional body for front-of-house service. It is dedicated to improving the status and awareness of food and beverage service as a viable career choice, raising standards across the industry, and encouraging teamwork to foster good relations with other industry sectors. The Academy can offer advice and training to anyone following, or considering, a career as a sommelier, wine waiter, waiter, bar manager or restaurant manager.
www.afws.co.uk.

Hospitality Guild

The brainchild of sector skills council People 1st, the Hospitality Guild unites 23 of the leading hospitality associations, along with 11 of the largest employers, in a modern-day Guild, the first of its kind, dedicated to the development of the highest professional

standards in hospitality.

Founded in 2012, with co-investment from the UK Commission for Employment and Skills, and the blessing of Skills Minister John Hayes, the Guild's partner organisations include the Academy of Culinary Arts, ACE (Association of Catering Excellence), A.I.C.R. (Association of Front Office Managers), Academy of Food and Wine Service, the British Institute of Innkeeping, Craft Guild of Chefs, FCSI (Foodservice Consultants Society International), HOSPA, the Institute of Hospitality, LACA (Local Authority Caterers Association), Master Chefs of Great Britain, the National Skills Academy for Hospitality, People 1st, PACE (Professional Association of Catering Education), Springboard UK, the UK Housekeepers Association, The Restaurant Association, TUCO (The University Caterers Organisation), and the Worshipful Company of Innholders. Collectively, they represent over 80,000 employer and individual members.