

London based fine food distributor is looking for a **Category Manager** who will own the commercial performance of the **Pastry category**, driving strategy, profitability, supplier relationships, risk management, and long-term growth. Acting as the subject matter expert, The Category Manager will ensure the business stays ahead of market trends, regulations, and customer expectations. This is a senior, hands-on role requiring strong commercial acumen, product expertise, supplier management, and cross-functional leadership.

The Category Manager for Pastry reports to the Head of Categories and manages a team of up to three direct reports.

ROLE of the Category Manager:

Category Management & Development:

- Supporting and delivering the Pastry category strategy in line with overall commercial objectives
- Monitoring market trends, pricing, and seasonality to inform decisions
- Identifying range improvements and new product opportunities
- Building business cases using data and analysis
- Managing supplier review schedules and performance feedback

Supplier Engagement & Commercial Support:

- Building strong supplier relationships and supporting commercial negotiations
- Monitoring supplier KPIs and driving performance improvements
- Coordinating supplier visits, product reviews, and training

Financial & Operational Contribution:

- Supporting margin performance through cost control and pricing accuracy
- Contributing to demand planning and stock management
- Maintaining accurate product and pricing data in ERP systems

Cross-Functional Collaboration:

Working with Sales, Marketing, Supply Chain, Quality, and Sustainability teams

Supporting Sales with product knowledge and insights

Partnering with Marketing on promotions and product positioning

Ensuring product quality and compliance standards are met

Process Improvement:

- Identifying opportunities to improve processes and data accuracy
- Supporting system and automation initiatives
- Contributing to Sales Management meetings with insights and recommendations

PROFILE:

- Minimum of 3 years' manager experience in food distribution industry with a comprehensive knowledge of the Pastry & Bakery industry both locally and internationally.
- Organised with an excellent eye for detail, proven ability to handle large amounts of information to translate in to clear, specific instructions and targets.



- A commercially driven mindset is a must with entrepreneurial attitude towards pursuit of goals
- Excellent communication and negotiation skills
- Knowledge on UK P.O.A.O import regulations a plus.
- A dynamic individual with experience in dealing with multiple suppliers.
- Able to build strong relationships, both externally and internally, influence decisions with leadership
- Strong analytical and presentation skills is a must with proven experience using Excel, PowerPoint and ERP systems
- French will be a plus

SALARY & BENEFITS:

- Up to £55k/y negotiable according to skills and experience + Bonus
- Car allowance
- Medical insurance, pension, etc