



Marketing & Branding Expert to the Food & Drinks Industry, Wilfred Emmanuel-Jones.

“LEARNINGworks!”
...for the Highlands and Islands

“Branding has the ability to make or break the decision to buy at the point of sale, as well as being fundamental in creating a demand for the product.”

Wilfred Emmanuel-Jones



PROFILE

Wilfred Emmanuel-Jones

Wilfred Emmanuel-Jones – a man better known as the Black Farmer® due to his being the only Afro-Caribbean working in UK farming – is credited with many great business achievements.



Beginning his career at the BBC as a producer/director, Emmanuel-Jones spotted the entertainment potential in the food and drinks industry and put Gordon Ramsay, Anthony Worrell-Thompson and other celebrity chefs on air.

Emmanuel-Jones then set up his own marketing agency, Commsplus, where he developed successful industry brands including Cobra Beer, KETTLE® Chips and Lloyd Grossman cooking sauces.

His Black Farmer® brand, which markets premium British sausages, bacon and chicken, is his latest success. With his products being sold in many national supermarkets, including Asda and Tesco, he has created a strong brand image using his key selling concept – Flavours without Frontiers.

