

Brussels, 16 January 2024

Javier Lorenzo is the new President of the AIJN (European Fruit Juice Association) as of 1 January 2024



We are pleased to announce a **change in the Presidency of AIJN – European Fruit Juice Association**. Javier Lorenzo Benavides, CEO of Eckes-Granini Ibérica, representative of the Spanish Fruit Juice Federation, member of the AIJN Board of Directors since April 2016, took over the Presidency on 1 January 2024 for a two-year term. Javier was born in Madrid in 1962. He has a degree in Psychology and a Postgraduate Degree in Psychology for Industrial and Business Organizations. He has been working in the consumer goods industry for more than 30 years. He worked throughout his professional career in companies such as P&G, Gillette and Reckitt Benckiser before joining Eckes-Granini in 2011.

José Jordão, from the Portuguese delegation, has held this Presidency for the past 7 years. We would like to thank him for his commitment to our association for all these years, particularly on projects such as the Juice Summit, now a key event in our sector. We wish him all the best in his well-deserved retirement.

The position of **treasurer** has also been handed over. **Thomas Brandstaetter**, current Managing Director of the company Zipperle and representative of the Italian Fruit Juice Association has taken over from Thomas Mertens from the German Fruit Juice Association.

Javier Lorenzo: "I'm delighted to take on this Presidency of AIJN. From March 2014 to December 2023, I've been the President of the Spanish Association for Juices, Nectars and Gazpachos and now it is a great challenge to represent and lead our industry at the European level. I'm passionate about the Juice industry and the world of fruits and vegetables. Our industry is very important for consumers and for society in general. We provide a vital service for the health and nutritional profile of all consumers. I am looking forward to contributing to the development and prosperity of our industry in the years to come."

About AIJN

AIJN is the representative association of the fruit juice industry in the EU since 1962. It defends the interests of the juice industry including the entire value chain and promotes the sector by engaging with the EU Institutions and other relevant stakeholders.

It is currently made up of 13 National Associations from 13 European Countries and represent the interests of the most important Companies of the Fruit Juice sector.

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