

24 September 2026

**Cooks Coffee Company Limited
Trading Update**

COOKS COFFEE COMPANY APPOINTS NEW GROUP MARKETING DIRECTOR

Cooks Coffee Company (CCC;NZX) has made a new strategic appointment of a Group Marketing Director based in the UK to oversee the marketing of their Esquires brand in the UK, Ireland, Europe, the Middle East, Pakistan and India.



Louise Buet, Group Marketing Director, CCC

Louise Buet has joined the company, in this new role, and has 15 years' experience in senior marketing and commercial roles across retail, hospitality and FMCG.

Most recently she was with Tim Hortons UK. Tim Hortons is Canada's largest coffee house and restaurant chain which has over 5,000 locations in 15 countries.

"Louise played a key role in the Tim Hortons UK brand's marketing strategy and growth. Her expertise in brand development customer acquisition loyalty and multi-site businesses will be invaluable for the growth of the Esquires brand," explained Cooks Coffee Company Executive Chairman Keith Jackson.

"This new role represents an important investment by Cooks Coffee in Esquires as the brand continues to grow across the UK, Ireland and internationally – ongoing development of our marketing capability is critical".

Cooks Coffee Company's focus is to create a marketing team that is strategic, commercially driven and closely connected to the wider business, helping strengthen the brand, support the franchisees, engage customers and drive sustainable growth.

Cooks Coffee Company has more than 120 stores primarily in the UK and Ireland and with ongoing growth internationally.

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