

Brand Ambassador - London

We are looking for outgoing, presentable people, interested in food and sustainability, who can promote our range of products to potential customers at tasting events in London.

We hold demo sessions every week with a flexible agenda in selected stores in Central London: **Wholefoods Market** (Kensington High Street, Piccadilly Circus, Camden and Richmond), **Planet Organic** (Tottenham Court Road, Torrington Square, Westbourne Grove and Devonshire Square) and **As Nature Intended** (Spitalfields Market, Chiswick and Ealing) mainly.

Slots are either over lunchtime, late afternoon, or both spread over one day.

We are looking for enthusiastic, casual part time staff to promote our products (to be picked up at our premises), their characteristics and benefits, during the demo sessions.

Who are we?

Established in 1975, Alara was the first cereal company in the world to be Organic certified. We followed this by also being the first company licensed by the Coeliac Society, the first certified by the Fair Trade Foundation and the first food manufacturer in the UK to achieve Zero Waste.

We have very strong sustainability values and recently have achieved our goal of becoming the most sustainable food manufacturer on Earth.

Alara is one of only two independent businesses manufacturing cereals in the UK and employs over 60 people. Our customers are: wholesalers, multiple-retailers, export distributors, food service and brand owners, many of whom have been with us for 20+ years.

Alara owns and manages several brands of organic, gluten free or functional muesli, porridges, granolas as well as superfoods.

Requirements:

- Good customer communication and customer service skills are required
- A professional, clean and tidy appearance and the highest standards of personal hygiene are essential
- Full training will be provided for the successful applicants.

The Person

The right person will share our values about making the world a better place, and be passionate about healthy food and sustainability. You are energetic, driven, well organised, able to work independently and hold a positive attitude.

Job Type: Temporary

Salary: £8.00 /hour + travel expenses

