



Perween Warsi CBE to Speak at East of England Businesswoman of the Year Awards Ceremony

Press Release

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Issued On behalf of Institute of Directors Suffolk Branch
Contact Dawn Carman-Jones 01379 873181 or 07734 731 817

PERWEEN WARSI TO SPEAK AT BUSINESS AWARDS NIGHT

The 2008 East of England Businesswoman of the Year Awards, organised by the Suffolk branch of the Institute of Directors, will reach its conclusion on the 5th February with the awards' dinner at the Radisson SAS Hotel, Stansted when the winners will be announced by sponsors Steve Elsom of Lloyds TSB Commercial and Yvonne Graham of Suffolk Business Women network.

Perween Warsi CBE, founder and Chief Executive of S&A Foods, will be the guest speaker at the dinner. Perween, recently awarded the First Women Lifetime Achievement Award has great respect for other women in business. "Gaining recognition through awards for my products, my staff and my own achievements has been an extremely motivational force" she said "for both me and my organisation. My vision to see people enjoying my food was my biggest driver" She continued "These awards are part of the vision of the extraordinary women you see tonight. This is public recognition that people are enjoying their products and services and respect them as business people in a very tough economic climate. I am sure, that like me, you will take inspiration from their stories and take something from their experiences."

Perween began her business making ethnic finger foods from her kitchen. In 1986 she founded S&A foods, winning her first major contract to supply chilled and frozen dishes to ASDA and Morrisons stores, having secured the contract via blind tasting and much perseverance.

In 1989 the first S&A Foods factory was built in Derby, creating over 100 jobs for the area. By 1996 the success of S&A had led to the need for larger premises, and a new bespoke factory was built next to the original site. In the same year Perween received the Woman Entrepreneur of the World award. Perween was awarded an honorary MBA by the University of Derby and appointed to the Department of Trade and Industry Advisory Committee and Competitiveness. In the same year, Perween was awarded an MBE in the British New Year's Honours list.

In 2002, Perween received the prestigious CBE award in the Queen's Jubilee Honours list and the Ashridge International Leadership Conference accolade for outstanding leadership. In May 2004, Perween regained 100 per cent ownership of Derby-based S&A Foods with the acquisition of the shareholding from venture capitalists 3i.

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Editor Notes

- To request photographs, quotations from Perween or the opportunity to interview the finalists, sponsors and Perween please contact Dawn Carman-Jones on 07734 731817 or by email dawn@mercatus-marketing.co.uk
- More information regarding the finalists and the awards in general can be found at www.eebw.co.uk