



Business

Focus

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Dedication and hard work pay off for firms honoured at prestigious awards
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Car repair firm comes to rescue of TV presenter
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Banbury plant to get £15.8 million



Banbury's Kraft Foods coffee plant will receive major investment from the company

KRAFT Foods will pour £15.8 million into its Banbury manufacturing plant in a bid to improve technology.

The coffee plant is the town's biggest employer.

This latest investment will create a new packaging line for Kenco Eco Refill, deliver a new high-speed jar line and improve coffee manufacturing technology to enable Banbury to make more of the Kenco range.

Nine new jobs will be created at the Ruscote Avenue plant as a result of the in-

vestment. Nick Bunker, president of Kraft Foods UK & Ireland, said: "These are exciting times for Kraft Foods in the UK."

"For the past 85 years we have been delivering family favourites in the UK such as Kenco, Philadelphia, Dairylea and Toblerone."

"We know that continued success is dependent on our ability to come up with bright new ideas – surprising and delighting our cus-

tomers with experiences and tastes of brands they love.

"These ideas can only become a reality with first-class capabilities in product development and manufacturing – which is why I am so pleased to be able to announce the investment we're making at Banbury."

"This is important for securing our position in manufacturing excellence as well as for the local community."

"The talent we have within the business provides us

with fantastic opportunities for future growth."

Banbury's coffee manufacturing plant was established in 1967 and is now a 42-acre site.

It produces 90 million jars of instant coffee per year.

After only a year in the market, Kenco Eco Refill accounts for 25 per cent of Kenco sales, so the move brings Banbury closer to achieving its ambition to become the home of Kenco.

The Banbury plant is one of Kraft's six global 'centres of excellence'.

Positive improvements in Banbury's job market

BANBURY'S job market is improving according to one of the town's recruitment agencies.

Selection Matters Ltd, based in Southam Road, Banbury, has seen firms starting to employ again.

Duncan Cooper, director at Selection Matters, said: "We have seen a steep increase in vacancy activity in Banbury and its surrounding areas."

"As business owners we have all fought our way through a hard recession and come out the other side energised."

"A new wave of optimism

and resolve seems to be sweeping the region's employers."

Selection Matters has more than doubled its staffing levels since it started up in Banbury a year ago.

Mr Cooper said: "Our increase in staff is thanks to Banbury's businesses having the confidence to make appointments that will elevate their business and make the memory of recession a distant one."

"We ourselves have banished the word from the office. We are predicting a prosperous 2011."

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