

## Meet The Cheese Man team

Founded in 1995 by Fred Cowling (now semi-retired) The Cheese Man continues to offer the same reliable and excellent service that started from day one. This is thanks to the whole team that all play a big part in making this company work. Although we are relatively small, we are certainly big enough to cope. Now headed by Tony the aim remains the same, to be led by our customer's requirements and to offer the finest cheeses and gourmet products available.

**Tony Cowling**  
**Managing Director**  
Started Aug 1998

Tony oversees the running of the company but is still very much hands on and always around to speak to new and existing customers.  
Tony worked alongside Fred for 21 years and together they have got The Cheese Man to where it is today.  
With over 30 years' experience in the food industry, Tony is always on the lookout for new cheeses and products for our customers.  
**Likes: Eating out and socialising**  
**Favourite Cheese: 1833 Vintage Cheddar**



**Verity Cowling**  
**Director**  
Started Sept 2017

Tony's wife Verity has several roles at The Cheese Man. She can be found twice a week in The Cheese Hut where you will always be greeted with a friendly, approachable smiling service.  
Verity also assists Sally in accounts and looks after the purchase ledger.  
**Likes: Eating out, walking and visiting the Theatre.**  
**Favourite Cheese: Godminster Vintage**



**Fred Cowling**  
**Retail Assistant**  
Started Aug 1995

**The Man that started it all!**  
Former Director and founder, Fred is now using his vast knowledge of Cheese and customer relations to assist Verity in making a success of The Cheese Hut.  
Come and say hello if you are passing on a Saturday.  
**Likes: Golf, gardening & cruises**  
**Favourite Cheese: Westcombe cheddar**



**Carl Rowland**  
**Manager**  
Started Sept 2011

Working under Tony to help run the business with roles including purchasing, sourcing new and current products.  
Like Tony, Carl is always available to help with any queries and give advice when required.  
**Likes: Watching his daughter play rugby, family time and appreciates a good G&T**  
**Favourite Cheese: Winslade**



**Sally Frazer**  
**Accounts Dept**  
Started Sept 2011

Sally runs the accounts department at The Cheese Man and is always on hand to answer any invoice or statement enquiries.  
Other roles include assisting Tony with the financial side of the business making her an essential part of the team.  
Known my many as "The Cheese Lady"  
**Likes: Spending time with the grandchildren.**  
**Favourite Cheese: Isle of Wight Soft**



**Paul Hayes**  
**Sales Representative**  
Started April 2005

Paul can be found on the South coast covering areas between Rustington and Hayling Island, Known by his customers as "THE CHEESE DAWG" As a long serving member of the team Paul has good product knowledge and is always prepared to go above and beyond for his customers.  
**Likes: Watching all sports and sharing tips.**  
**Favourite Cheese: Montgomery**



**David Holden**  
**Sales Representative**  
Started 2001

Covering the south coast from Lewes to Eastbourne, David is the longest serving member of the sales team and in this time has built up good strong relationships with all of his long standing customers.  
If you can spare the time, David likes to CHAT!  
Former marathon runner now  
**Likes: Cycling and walking his dog Brian.**  
**Favourite Cheese: Stilton**



**Barry Judd**  
**Sales Representative**  
Started Oct 2005

Barry has spent over 30 years working in the Brighton area which reflects in his thorough knowledge of the city and its occupants.  
"Big Bazza" is as much of a landmark as the West Pier itself and is the friendly face behind the wheel of our most local sales van.  
**Likes: Watching the Albion and spending time with his family**  
**Favourite Cheese: Barbers mature**

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**Peter Boyling**  
**Sales Representative**

Started June 2011

Covering Mid Sussex and as far out as Hastings and Tonbridge, Peter is a former Navy chef with a great knowledge of the food industry.

Peter has a genuine passion for food and cheese and will always be happy to assist and share his experience to benefit his customers.

**Likes: Red hair & a sneaky G&T at the weekends**

**Favourite Cheese: Barkham Blue**



**Dan Blake**  
**Sales Representative**

Started May 2006

Dan can be found in Worthing and surrounding areas including Steyning & Hove. Known to most of his customers as "Cheesy" Dan will always bend over backwards to make sure his customers have what they need. Having Italian family on his wife's side Dan is very passionate about continental cuisine including his favourite a good tapas and red wine.

**Likes: Family days out & sightseeing**

**Favourite Cheese: Isle of Wight Blue**



**Dave Nicholas**  
**Sales Representative**

Started Mar 2010

Serving areas including Gatwick, Horsham, Crawley, Reigate and Haywards Heath.

Dave is definitely our JOKER in the pack, with a laid back easy going approach to life and work.

But this does not stop him working to a high standard and putting his customer's satisfaction first.

**Likes: Socialising & visiting local landmarks.**

**Favourite Cheese: Black Bomber**



**Doug Alexander**  
**Sales Representative**

Started March 2017

Covers areas including Midhurst, Petworth, Guilford, Dorking, Petersfield and more. On top of all the miles, Doug always brings a smile and a friendly service to his customers. Doug's background is catering and sales so he has the perfect attributes to deliver his experience and knowledge on to others.

**Likes: Golf and modelling**



**Andy Frith**  
**Relief Sales Representative**

Started Dec 2018

Andy also covers holidays on all seven rounds and assists the sales team on a weekly basis.

Andy brings a good knowledge to the team with catering experience and a good knowledge of the retail sector having run his own delicatessen.

**Likes: Good food and socialising**

**Favourite Cheese: Golden Cross**



**Jo**  
**Retail assistant**

Started Mar 2019

Jo helps Verity with the day to day running of The Cheese Hut.

Jo has gained vast experience in the retail sector having successfully worked at some of the finest cheese mongers in Sussex

**Likes: Family time and Socialising**

**Favourite Cheese: Flower Marie**



**Craig Bourne**  
**Warehouse Team Member**

Started Aug 2017

Craig is part of the warehouse team and responsible for making sure our products are stored and then picked for the sales team.

He also makes the weekly local cheese collections from all of the farms across Sussex. Craig is very passionate about cheese so takes great pride in his work.

**Likes: Family gatherings which obviously include a great cheese board**

**Favourite Cheese: Applewood**



**Jaime Attree**  
**Warehouse Team Member**

Started June 2019

The newest member to the team, Jamie works alongside Craig in the warehouse ensuring all the products are unloaded and stored correctly.

Jamie has years of experience in the day to day running of a food wholesaler and will use this knowledge to maintain our high standards.

**Likes: Running, football & fishing**

**Favourite Cheese: Mexicana**