

Meet The Cheese Man team

Founded in 1995 by Fred Cowling (now 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 Fred's son 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



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



Alex Cowling
Assistant Manager

Started June 2021

Son of directors Tony and Verity, Alex joins the team after graduating Portsmouth University with a degree in business and management. He helps Tony and Carl with all aspects of the business and is always available to help with any queries or needs you may have.

Likes: Football, eating out and socialising with friends.

Favourite Cheese: 1833 Vintage cheddar



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 by 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 spending time with his grandkids.



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

Meet The Cheese Man team



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



Andy Frith
Sales Representative

Started Dec 2018

Covers areas including Midhurst, Petworth, Guilford, Dorking, Petersfield and more. 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



Doug Alexander
Senior Relief Sales Representative

Started March 2017

Doug currently covers holidays on all seven rounds and assists the sales team on a weekly basis.

A former chef around Brighton and the surrounding areas, Greg has good knowledge in this field.

Feel free to pick his brain for recipe ideas (most importantly including cheese)

Likes: Golf and modelling

Favourite Cheese: Brie



Stuart Tandy
Relief Sales Representative

Started Aug 2021

Stuart works alongside Doug and helps cover all the holidays on all the rounds. He is a big cheese fan and has a great passion for cooking so feel free to ask away any questions you may have!! He also brings a smiling face and a hunger to make sure every customer are always left happy.

Likes: A round of golf or two, running and spending time with his wife and kids

Favourite Cheese: Isle of White Blue



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



Jaime Attree
Warehouse Supervisor

Started June 2019

Jamie works and oversees running 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



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