



**Wim Destoop,  
President Europe, Westfalia Fruit**



Wim joined Westfalia Fruit in October 2023 bringing over 30 years of extensive experience in Food & Beverages across multiple businesses including Carrefour, Danone and PepsiCo.

In his last role at PepsiCo, Wim was Senior Vice President General Manager for the Business Unit Northern Europe, covering 12 countries. Wim has been exceptionally successful in driving the highly profitable snacks business with market leading positions across multiple countries.

Due to his passion for business results and people development, Wim has a long track record of creating strong leadership teams with a focus on harmonization together with efficiency of processes and ways of operating.