# C&C Group faces challenges under new CEO amid turbulent market conditions



Shareholders at C&C Group are grappling with a series of challenges as the company’s recently appointed CEO, Mr White, initiates his leadership amid turbulent market conditions. Mr White took on the role on January 20, 2023, succeeding former chief executives David Forde and Patrick McMahon, who departed after incidents involving a failed upgrade to the company’s ordering system for its wine wholesale business, Matthew Clark Bibendum, and other accounting errors.

C&C Group has released its first trading update under Mr White’s leadership, revealing a downgrade in profit expectations for the financial year ending on February 28, 2024. The decrease in projected profits comes at a time when the hospitality sector faces mounting pressures, including a significant increase in employer national insurance contributions and the national living wage, effective next month. These changes, coupled with ongoing inflation and the cost of living crisis, are impacting consumer confidence and intensifying difficulties for businesses in the hospitality field.

In an interview with The Herald, Mr White expressed a cautious optimism about the company's internal operations, suggesting that C&C has moved past some of the issues that have plagued it in recent times. He highlighted that customer service levels at the firm have stabilised following what he referred to as a "disruption" earlier in 2023. However, he also acknowledged the precarious situation within the hospitality industry, noting that the current political and economic climate is “volatile” and poses significant challenges.

Looking ahead, both C&C and the broader hospitality sector may face a turbulent few months as they navigate these complex economic conditions.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.scottishfinancialnews.com/articles/ag-barrs-white-to-join-cc-as-ceo> - This article confirms Roger White's appointment as CEO of C&C Group, highlighting his extensive experience in the drinks industry and his leadership role at AG Barr. It also mentions the challenges faced by C&C Group, including past accounting errors.
* <https://www.thegrocer.co.uk/comment-and-opinion/why-soft-drinks-titan-roger-white-is-a-significant-coup-for-candc-group/698955.article> - This piece discusses Roger White's background and his significant impact on AG Barr, as well as his new role at C&C Group. It touches on the challenges C&C faces, such as declining booze consumption and past IT issues.
* <https://www.investegate.co.uk/announcement/rns/c-c-group-cdi---ccr/appointment-of-chief-executive-officer/8605820> - This announcement from C&C Group confirms Roger White's appointment as CEO and outlines his remuneration package. It also highlights the company's unique business model and brands.
* <https://www.bbc.co.uk/news/business-> - Unfortunately, this URL is incomplete and does not directly support the claims. However, BBC News often covers economic and business updates that could relate to the challenges faced by the hospitality sector and C&C Group.
* <https://www.gov.uk/government/news/national-living-wage-and-national-minimum-wage-rates-2024> - This government announcement details changes to the national living wage and national insurance contributions, which are mentioned as factors affecting the hospitality sector.