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Championing brand experiences

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Chris Miles departs Vinopolis for Create as caterer rebrands

4 November 2015, by Katie Deighton, Be the First to Comment

The Concerto Group-owned caterer Create has unveiled a new brand identity and website, and appointed Chris Miles as sales director.



Create has also launched a newspaper-style publication, The Create Digest

Miles joins from London venue Vinopolis, which will close its **doors on 31 December**. Previous to this he worked at Altitude London from 2010 until 2013.

Miles will join Create at the beginning of 2016.

Teresa-Anne Dunleavy, chief executive of Concerto Group, said: "We are looking forward to welcoming Chris. His fantastic experience in the industry makes him a great fit for the team."

Tom Barrett, Create's managing director, added: "Chris Miles is a well-respected member of the events industry and will lead the way at an exciting time for Create."

Create's new brand identity was launched at an event last night (3 November). Held at historic London event space Ugly Duck, the party featured demonstrations from the team, including group executive chef Darren Deadman and development chef Euan Peach.

Create also selected the evening to launch its new publication, The Create Digest. The newspaper-style publication includes cooking tips, interviews and recipes to try at home.

More: Concerto hires Create MD following triple-digit growth