



BRAND MANAGER MALAYSIA – JOB DESCRIPTION

ABOUT FABBRI 1905

Founded in **1905 in Bologna, Italy**, **Fabbri 1905** is a family-owned company with over **120 years of history**, internationally recognized as a premium reference brand for **gelato, pastry, beverage and foodservice ingredients**.

Today, Fabbri products are present in **over 100 countries worldwide**, serving artisans, professionals and leading foodservice operators with a portfolio that includes gelato bases and pastes, pastry ingredients, toppings, syrups, sauces and iconic products such as **Amarena Fabbri**.

In **Asia Pacific**, Fabbri 1905 has been steadily expanding its presence through a structured distributor network, dedicated brand ambassadors and strong partnerships with key customers in **HoReCa, bakery, gelateria and beverage channels**.

The region is a strategic growth area for the Group, with Malaysia playing a key role in the Southeast Asian market.

POSITION OVERVIEW

Fabbri 1905 is looking for a **Brand Manager – Malaysia** to support and develop the brand in close cooperation with its **local distributors**.

The role is strongly **field-oriented** and focused on **sales support, brand execution and customer development**.

The Brand Manager will report directly to the **Asia Pacific Director** and will work daily alongside distributors to grow Fabbri's presence across **gelato, pastry and beverage (syrups)** categories.



Key Responsibilities

Actively support Fabbri 1905 distributors in **Malaysia** through regular **customer visits**, both:

- in joint visits together with distributor sales teams
- independently, when required

Promote and develop Fabbri 1905 product ranges:

- **Gelato ingredients**
- **Pastry ingredients**
- **Beverage syrups and toppings**

Build and maintain strong relationships with key customers including:

- Restaurants
- Hotels & Resorts
- Bakeries & Pastry Shops
- Gelaterias
- Cocktail Bars
- Cafés & Coffee Chains

Ensure **daily and disciplined use of the Fabbri CRM system**, including:

- A predefined number of **daily customer visits**
- Accurate and timely **visit reports and follow-ups**
- Act as a **brand representative** in the market, ensuring correct positioning, pricing logic and product presentation
- Support simple and basic **product demonstrations** when needed (ingredients handling, basic applications, tastings)
- Provide market feedback to HQ regarding:
 - customer needs
 - competitive activity
 - pricing and assortment dynamics



PROFILE & REQUIREMENTS

- Minimum 5 years of sales experience in Malaysia, preferably within the Food & Beverage (F&B) sector
- Previous exposure to ingredients, foodservice, HoReCa or professional food channels is strongly preferred
- Solid understanding of the Malaysian F&B landscape and customer dynamics
- Strong sales orientation, combined with operational discipline and structure
- Highly organized, methodical and comfortable working with:
 - CRM systems
 - digital tools (tablet, laptop, reporting systems)
- Hands-on attitude and willingness to be on the road most of the time
- Ability to work independently while coordinating closely with distributors and regional management
- Proactive, reliable and results-driven mindset
- Comfortable interacting with professionals and decision-makers in premium and semi-premium segments

WORKING SETUP

- The Brand Manager will be **based in Malaysia**
- When not travelling, the operational base will be the **local distributor's office**
- Frequent local travel within Malaysia is required

WHY JOIN FABBRI 1905

- Be part of a **historic Italian brand** with strong values, quality heritage and long-term vision
- Work in a **dynamic and growing Asia Pacific organization**
- Play a key role in shaping brand development in Malaysia
- High level of **autonomy and responsibility**, with direct exposure to regional management
- Opportunity to grow professionally within an international group