



PRESS RELEASE

Monday, March 18 2019

***Veuve Clicquot Prize awarded to Managing Director of Dairy Company Kaptein, Heiloo***

## **MIREILLE KAPTEIN DUTCH BUSINESS WOMAN OF THE YEAR 2019**

- **38th Veuve Clicquot Prize for Director of family enterprise Kaptein;**
- **Producer and packager of cheese and butter: turnover €90 million (2018), exporter to over 55 countries worldwide, 180 employees;**
- **Kaptein's well-known brands include Echte Boter, Old Alkmaar, Alkmaars Roem.**

AMSTERDAM - Mireille Kaptein, Managing Director of Kaptein, flexible packager of cheese and butter and producer of processed and powdered cheese, has been crowned Business woman of the Year 2019.

Kaptein, who has been managing the family business with branches in Heiloo, Oosthuizen and Bilzen (Belgium) for over ten years, was awarded the prestigious Veuve Clicquot Prize of Businesswoman of the Year by Marry de Gaay Fortman, Chair of the Board of Topvrouwen.nl at the Amstel Hotel in Amsterdam.

Chair of the Jury Annemarie Jorritsma and Minister Cora van Nieuwenhuizen (Infrastructure and Water Management) were not in attendance during an amended celebration following the terrorist incident in Utrecht.

Mireille Kaptein, the 38th Business women in a row in the Netherlands, was visibly honoured to receive the prize, which came as a complete shock to her. "I see this prize as an encouragement to all enterprising women in the Netherlands. My advice for all of them: don't be held back by any ceiling, whether it be glass or concrete; stand up for your ambitions and your company, and seize the opportunity!

The Veuve Clicquot Prize has been awarded in the Netherlands since 1981 to notably successful business women, including Anne-Marie Rakhorst, Elske Doets, Meiny Prins, Sylvia Tóth, Yolanda Eijgenstein, Francine Houben and, last year, Aukje Kuypers. They all follow in the tradition of the widow Nicole-Barbe Clicquot-Ponsardin, who, in the 19th century and following the death of her husband, masterminded the flourishing of the famous champagne house in Reims.

The jury deciding on the award is led by former Minister of Economic Affairs Annemarie Jorritsma and is made up of VNO NCW Chair Hans de Boer, the Head of MKB-Nederland Jacco Vonhof, ABP Chair Corinne Wortman-Kool and Business woman of the previous year Aukje Kuypers.

Mireille Kaptein (46) is the third generation of the Kaptein family to manage the fast-growing dairy company, founded in 1936. The enterprise, with a turnover of over than € 90

million and 180 employees, produces processed and powdered cheese and provides large-scale packaging of cheese and butter.

Kaptein has a strong position in the Netherlands with its own brand 'Echte Boter' (known for its individual butter cups), Old Alkmaar and Alkmaars Roem. Kaptein's dairy products are exported to more than 55 countries around the world.

According to Mireille Kaptein, "We have ambitions to continue to grow, continue to innovate, and to produce and package in a more sustainable way. This is not only because the market demands it, but also because we fully believe that things can be done differently, better and sustainably but within the rules that apply in the fields of food safety and hygiene."

END OF PRESS RELEASE

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#### **NOTE TO THE EDITOR - NOT FOR PUBLICATION**

##### **Newsroom Mireille Kaptein:**

[www.mireillekaptein.nl](http://www.mireillekaptein.nl)

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