



## The Master Fruiterer: Cheryl Roux

Installed as Master on 25<sup>th</sup> January 2019

*The Feast of the Conversion of St Paul*

Cheryl Roux was born and educated in Zimbabwe and then moved to South Africa in 1977 where she lived for 12 years. It was here that her business acumen developed, setting up a diversified hospitality company which ranged from fast food outlets, through to coffee shops and restaurants to silver service corporate dining. Catering for major sporting and entertainment events were regular engagements. In 1989 Cheryl stopped in London for two weeks on her way to Japan, loved the City and stayed. One day she might make it to Japan.

In London her catering interests further developed, setting up a designer chocolate company which supplied the niche market for licensed branded chocolates. This then led to becoming a consultant to the high profile end of the hospitality industry.

She was introduced as a guest to the Worshipful Company of Fruiterers by a close family friend where she readily identified with the charitable aspects having previously gained experience in that field. Mentoring talented young artists to help them promote their skills in a business environment. Currently an Ambassador for RNIB and committee member of a number of other charities. Cheryl became a member of the Company in 2001 and has served on the Membership and Communication Committee before becoming an Honorary Assistant in 2008-2010 and she then progressed through the offices of Renter and Upper Warden, becoming Master in January 2019.

Her family life retains links with South Africa where her mother still lives but she greatly enjoys the company of her married daughter and two grandchildren who live close by.

Cheryl enjoys opera, ballet, classical music and the arts. Her sporting activities include sailing (Yacht skipper), diving, skiing and adventurous travelling. A dog and horse lover, passionate about food and wine, she is a member of the Sloane Club, Soho House, 67 Pall Mall and the International Wine and Food Society.