

Alex Demetriou
CEO of Foodbuy
UK & Ireland



Alex's journey to becoming CEO of Foodbuy UK & Ireland began in the most hands-on way possible — working in the kitchens of his family's catering businesses from a young age. As a teenager, he learned first-hand the realities of hospitality: long hours, tight margins, and the constant pressure to deliver quality. Those early lessons shaped his understanding of the sector and built a lasting commitment to supporting operators at every level.

Over time, Alex became involved in a number of hospitality ventures, gaining broad commercial experience across the industry, including restaurants, hotels, garden centres and QSR's. Regency Purchasing Group was born not as a strategic manoeuvre, but from a genuine passion for hospitality and a desire to support independent operators facing the same challenges he had grown up around. What began as an initiative rooted in lived experience evolved into a platform that champions independents — helping them access buying power, expertise and commercial support typically associated with larger groups. Today, Regency supports more than 12,000 members across the hospitality and leisure industry.

Following Compass' acquisition of Regency, Alex's leadership and industry insight led to his appointment as CEO of Foodbuy UK & Ireland, where he now oversees purchasing operations across the division. In this role, he combines strategic oversight with the practical understanding gained from decades in hospitality, ensuring that procurement solutions remain grounded in the realities of day-to-day operations.

His appetite for ambitious projects was demonstrated when he successfully secured and delivered the first-ever mobile vending contract at the 2012 London Olympics — a complex, high-profile undertaking. Four years later, he was invited to consult at the 2016 Rio Olympics, further reinforcing his reputation for operational excellence.

Despite leading at group level, Alex remains closely connected to his roots. He continues to serve as Director of The Grand Pier and The Old Thatched Cottage Restaurant in Weston-Super-Mare — the first restaurant his grandparents purchased more than 65 years ago — proudly maintaining the family legacy that shaped his career.

Away from the boardroom, Alex spends time with his family on a small farm where they tend to pigs, sheep, goats and chickens — a grounding contrast to corporate life and a reflection of Alex's passion for quality food and farm to fork.