

FOR IMMEDIATE RELEASE

The Yoghurt Shop Appoints Stephan Knoll as Chair of New Advisory Board

Adelaide, South Australia – 14 May 2025 – The Yoghurt Shop is proud to announce the appointment of **Stephan Knoll** as Chair of its newly formed Advisory Board, marking the beginning of an exciting new chapter in the company's growth journey.

Since first opening at the Adelaide Central Market in 2003, The Yoghurt Shop has served over **150 million tubs of yoghurt** and now exports to **13 countries** across the Middle East, Asia, and the Pacific. The formation of this Advisory Board signals our intent to take our South Australian-made yoghurt to even more corners of the world.

Mr Knoll brings extensive leadership experience across government, business, and the food manufacturing sector. He served as **South Australia's Minister for Transport, Infrastructure, Local Government and Planning** from 2018 to 2020, and has since gone on to chair several of South Australia's most recognisable family food businesses. He is currently the **Executive Chair of Barossa Fine Foods and Angelakis Brothers**, Chair of the **Mitani Group Advisory Board**, and a **Board Member of Food South Australia** — the state's peak industry body for food and beverage manufacturers.

His appointment reflects our commitment to strong governance and long-term strategic direction. Under Mr Knoll's leadership, the Advisory Board will help us strengthen our foundations, scale responsibly, and stay true to our purpose of crafting exceptional yoghurt that brings joy to everyday moments.

Brandon Reynolds, Chief Operating Officer, The Yoghurt Shop:

"I'm very excited and happy that Stephan has put his hand up for this challenging but rewarding opportunity to be right at the forefront of this brand-new Advisory Board. Our business is going through a period of huge growth, not just here at home but right across the country and the world. We know that his experience across government and in his own family business will put us in good stead to take advantage of making good decisions into the future. We look forward to welcoming other independent members of the board soon and getting down to the dirty work of growth in the South Australian food industry — not just for the benefit of my family, but for the family of people we employ right across Australia."

Simon Reynolds, Chief Executive Officer, The Yoghurt Shop:

"I welcome Stephan to help guide us on the never-ending, full-of-surprises journey that we are on. I met Stephan two decades ago when his mum and dad, Barbara and Franz Knoll, were on a journey not too dissimilar to ours — and they've enjoyed great success in both business and family. I'm grateful Stephan will be part of our team now to do the same for us."

Stephan Knoll, Chair of the Advisory Board, The Yoghurt Shop:

“The Yoghurt Shop is turning into one of SA’s great premium food businesses. It is exciting to come on board and be part of the next chapter as we build our global reputation and footprint.”

For media enquiries, please contact:

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[LINK TO IMAGE OF BRANDON REYNOLDS AND STEPHAN KNOLL](#)