

60 Second Interview



Andrea Caldecourt

Chief Executive of Flowers & Plants, the consumer facing promotions body of the industry

Best business decision?

Flying VLM out of City Airport

How do you relax?

Knit, dance, hike. Not all at the same time.

Greatest indulgence?

Daydreaming.

Favourite bit of technology?

The printing press.

Food that turns your stomach and why?

Coriander. Tastes like mildew.

Bedside reading? What do you think of it?

Eat the Rich: PJ O'Rourke. Witty, intelligent, insightful, cynical and passionate.

Best advice you've been given?

In the real world, only achievement counts. There are no marks for effort.

What haven't you done yet?

Conform to the norm.

What do you find most difficult?

Short grey winter days. Hooray for spring!

