

# Keynote Speakers

WINE  GB  
CONFERENCE 2026



## Terry Jones

Terry Jones is the founder of Chainbridge Associates, a strategic advisory practice focused on bridging the gap between politics and the agri-food sector. Until April 2026, he served as Director General of the National Farmers' Union (NFU), representing 42,000 farming and growing businesses across England and Wales.

During his ten-year period as DG, he helped lead the sector through Brexit, Covid-19, the wars in Ukraine and the Middle East, and more. He has also held senior roles at the NFU, Provision Trade Federation and Food and Drink Federation, and currently serves as a trustee of RABI, the farming charity.



## Alan Mahon

Alan is the founder of the impact brand Brewgooder - the only B Corp and Fairtrade certified company in the beer industry. Since 2016 Alan and the Brewgooder team have been making beers that empower communities at home and abroad through the work of the Brewgooder Foundation, their dedicated non-profit which has impacted over 140,000 people.

Alan is a Big Issue Top 100 Changemaker.