



Holland America Line Names Frits van der Werff Vice President, Food and Beverage

April 3, 2017

Seattle, Wash., April 3, 2017 — Holland America Line has named Frits van der Werff to the position of vice president, food and beverage within the Guest Experience and Product Development Department. In this role, van der Werff will oversee all of the culinary operations as well as manage beverage operations for the Holland America Line fleet, including revenue activities, product innovation and service.

The Netherlands native, who will be based in Seattle at the Holland America Line headquarters, will report to Michael Smith, senior vice president, guest experience and product development, as well as have reporting responsibilities to Paul Goodwin, executive vice president, onboard revenue and port/shore operations, for Holland America Group.

"Holland America Line is highly respected for the culinary and beverage experiences onboard our ships, and we're thrilled to have someone of Frits' caliber join our team in this leadership role," said Smith. "Frits brings a wealth of high-end food and beverage and cruise experience to our company, and we look forward to tapping into his knowledge and expertise as we continue to evolve our brand and our food and beverage offerings."

Most recently van der Werff was brand performance director at MSC Cruises where he was the project leader for food and beverage and hotel operations in the North American market. Additional cruise line experience includes director, restaurant operations and development at Norwegian Cruise Line.

Van der Werff has extensive experience outside of the cruise industry, having served as director of operations for Fisher Island Club on Florida's most exclusive private island; director of food and beverage for both the St. Regis Resort & Spas in Aspen, Colorado, and Fort Lauderdale, Florida; and director of food and beverage for One Bal Harbour Resort and Spa in Miami, Florida.

Van der Werff holds a Bachelor of International Hospitality Management degree from Stenden University in the Netherlands.

For more information about Holland America Line, consult a travel professional, call 1-877-SAIL-HAL (1-877-724-5425) or visit hollandamerica.com.

Editor's note: Photos are available at <https://www.cruiseimagelibrary.com/c/s8cx5jz5>.

Find Holland America Line on Twitter, Facebook and the Holland America Blog. Access all social media outlets via the Online Communities quick link on the home page at hollandamerica.com.

About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line's fleet of 14 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 115-day itineraries, the company's cruises visit all seven continents with highlights including Antarctica explorations, South America circumnavigations and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada/New England, Bermuda, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, ms Koningsdam, delivered in April 2016, as well as a second Pinnacle Class ship, ms Nieuw Statendam, due for delivery in November 2018. A third Pinnacle Class ship, due for delivery in 2021, recently was announced.

The company recently announced \$300 million in brand enhancements to secure its position as the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge onboard at an America's Test Kitchen show; Explorations Café, powered by The New York Times and Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council that comprises world-famous chefs who design dishes exclusively for our guests.

CONTACT: Sally Andrews
PHONE: 800-637-5029
EMAIL: pr@hollandamerica.com