



PRESS INFORMATION

CELLAR TRENDS RESTRUCTURES MARKETING AND SALES TEAMS TO FURTHER DRIVE SALES GROWTH

London, June 2, 2010 – Cellar Trends, the UK’s leading distributor of specialist wines and spirits, has restructured the brand management and sales teams across its wine and spirits portfolio. The new management structure covers internal promotion as well as recruitment for the marketing, sales and experiential teams as part of a strategic drive to build on ten years’ uninterrupted growth in sales and turnover.

Cellar Trends celebrated its tenth anniversary in 2009 with turnover now approaching £80 million across a portfolio of more than 30 premium wines, champagnes and spirits. From a modest beginning in February 1999 with seven employees, the company now employs almost 100 people with several more in part time experiential activity

The new structure creates five brand groups each with a manager and in most cases a team of two to three executives working within each group.

Terry Barker, Marketing Director, said: “The new structure will improve communication and decision-making, provide more resources for our brands and create a clear programme for career progression. Clients and people tend to stay a long time – some clients and employees have been with us since we started – and we seek to show how they can build profitable brands and careers with Cellar Trends.”

At the same time the sales team has been expanded and re-organised: the field sales team has more sales people and is now operating through a North and South management system; new executives have been appointed to handle the important on-trade group business. The Brand Experience team and ambassador teams now cover more cities with more city managers working within that group. Several new people have joined, many from within the team of promotional staff that work within the cities.

A detailed Who’s Who listing brands and their managers with contact telephone numbers, e-mail addresses and PR contacts is attached separately to this release. For all sales enquiries contact: 01283 217703 or Cellar Trends website: www.cellartrends.co.uk

For further information contact:

Eugene Bacot

020 7731 4526

eugene@voice-pr.co.uk

Colin Lewis

020 7731 4489

colin@voice-pr.co.uk

VOICE

Riverbank House, 1 Putney Bridge Approach, London. SW6 3JD