

New UK distributor for Distell

Matthew Clark (MC), considered one of the UK's leading distributors, representing producers throughout the world, has been appointed to distribute Nederburg, Fleur du Cap, Durbanville Hills, Pongracz and Drostdy-Hof for Distell through its extensive network of restaurant and pub chains, style bars and independent licensed premises.



Distell's international director, Don Gallow, confirmed that the distributor was already in discussions with several pub chains regarding possible listings for these brands that spanned a variety of price points. He added that as a priority MC would be focusing on building support for Nederburg's newly launched label, The Manor by Nederburg, been developed exclusively for MC in the on-trade.

While the five brands had generally continued to record good volume growth in the UK, despite the persistence of tough trading conditions, Gallow said raising their on-trade profile would help to establish stronger loyalties with UK consumers.

Wines of South Africa CEO, Su Birch said the partnership between Distell and Matthew Clark was "great news for the South African wine category. In the on-trade, South Africa has seen a year-on-year increase in value sales of 23% for 2010. The new partnership should see South Africa continuing to gain significant ground in sectors where there is room for further profitable growth."

For the six months to 31 December 2010, Distell reported that it had improved its share of South Africa's total bottled wine exports.