

Distil PLC

Appointment of Global Brands to manage full UK distribution

Distil plc (AIM: DIS), owner of premium drinks brands including RedLeg Spiced Rum, Blackwoods Gin and Vodka, and Blavod Black Vodka, is pleased to announce an extension of its partnership with Global Brands Ltd ("Global Brands") to include total UK trade.

Distil has a long-established partnership with Global Brands, having worked with its experienced team on the RedLeg ready-to-serve cans with Franklin & Sons since 2019 before appointing the distributor to service Distil's UK grocery, cash & carry, and convenience customers since March 2024.

The partnership has now been further extended, with Global Brands having been appointed to service the UK on-trade, giving Global Brands full distribution rights in the UK, effective from 15 February 2025.

Utilising its extensive sales network, and proprietary logistics and warehouse capabilities, the extension of this partnership offers the opportunity to work closely with a longstanding partner to accelerate brand growth.

Distil's relationship with Marussia Beverages, which has serviced UK on-trade and premium off-trade customers since September 2022, will cease in light of this new partnership.

Don Goulding, Executive Chairman of Distil, said:

"Following a successful trial in the grocery and cash & carry sector, I'm delighted to announce a new partnership with Global Brands, extending its distribution to the full UK trade.

The Global Brands portfolio, which includes VK, Hooch, and Franklin & Sons, alongside third-party brands Shanky's Whip and American Beverage Marketers (ABM), offers important synergies with Distil brands in terms of target consumers and trade accounts.

The Global Brands team has demonstrated clear understanding of Distil's brands and ambitions, and we are excited by the opportunities that will be opened-up as part of its portfolio. The sales force is considerably larger than we've dealt with previously, and they've demonstrated strong relationships with key national groups, as well as operational efficiencies and organisational excellence. We are confident that Global Brands is the best partner to support our growth within the UK trade.

Distil will work closely with Global Brands across all functions to drive Distil's commercial and marketing agenda, with Global Brands servicing the customers from a logistics and communications perspective, allowing Distil brands to benefit from the scale of its business in this channel.

As part of this new partnership, our relationship with Marussia Beverages will come to an end. The team at Marussia are experts in their field and have done a great job for our brands over the last two years, we thank them for their support and wish them all the best for the future."

Julian Atkins, Managing Director at Global Brands, commented: "Building on the success of our initial collaboration with Distil PLC to distribute RedLeg Spiced Rum in the UK off-trade, we are thrilled to announce the expansion of our partnership. This new agreement grants us full UK distribution rights for RedLeg Spiced Rum, Blackwoods Gin & Vodka, and Blavod Vodka from within Distil PLC's portfolio.

RedLeg Spiced Rum has already made its mark with its distinctive identity and exceptional quality, capturing the attention of consumers and retailers alike. We are equally excited to bring Blackwoods Gin & Vodka, and Blavod Vodka into our portfolio - each offering unique character and heritage that perfectly complements our commitment to offering our customers variety and innovation.

This extended partnership marks another significant milestone in our growth strategy, ensuring our dedication to delivering exceptional brands to the UK market. With our growing sales team and strong infrastructure, we are well positioned to grow these brands while actively pursuing new opportunities for third-party collaborations."

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