

PRESS RELEASE

August 2016

LANCHESTER WINES APPOINTS NEW HEAD OF COMMERCIAL OPERATIONS

Lanchester Wines has appointed a new head of commercial operations, Barney Davis, who will lead the company's global wine buying strategy, ensuring continued relevancy within the UK and European marketplaces, across all channels.

Barney will be primarily responsible for the buying of all bulk wine for the wider County Durham based Lanchester Group which includes Europe's most modern bottling facility, Greencroft Bottling.

Barney joins the company with extensive global wine buying expertise having worked in various purchasing, sales and general management roles within the wine sector for over 15 years. This newly created role will see Barney working proactively and intrinsically with the sales teams and assuming overall responsibility for Lanchester Wines' multiple retail strategy.

Barney said of his new role: "This is an exciting challenge, enabling me to bring my wine buying and experience of strategic implementation into the UK marketplace to an already strong business.

"Lanchester Wines already has a strong portfolio of products and my role will see me identifying opportunities for innovation within both the producer and Lanchester Wines branded portfolios. I'll be responsible for defining strategies for each producer, developing cross-channel plans with Lanchester's global sales teams."

Tony Cleary, managing director of Lanchester Wines, said: "We've developed this role specifically to align with Barney's skillset, marking the start of our renewed global buying strategy.

"We're working hard to ensure Lanchester Wines is as the forefront of the UK wine sector and are investing heavily in both our people, through the creation of strategic roles such as Barney's, and also our business. Over the last three years we've invested over £8million in renewable energy generation to minimise our impact on the environment and reduce the carbon footprint of our products, a quality we know is increasingly important to consumers."

Lanchester Wines was established in 1980 and is committed to sourcing the best wines from all over the world, supplying our customers with exceptional products and service to match. The company has invested heavily in renewable energy technology at its County Durham headquarters and presently generates more renewable energy than it uses making it the world's only Carbon Minus wine business.

For more information, please visit www.lanchesterwines.co.uk

- **Ends** -

For media enquiries, please contact Emma Campbell at Lanchester Wines
01207 52 1234 / Emma.Campbell@lanchesterwines.co.uk

Lanchester Wines www.lanchesterwines.co.uk

Supplying the highest quality wines & spirits nationwide for over 35 years. We're committed to sourcing the best wines from all over the world, supplying our customers with exceptional products and service to match. Lanchester Wines incorporates Lanchester Wine Cellars – wine importers, shippers and bonded warehouse keepers, and Lanchester Wine Sales - wholesale of wine, beer, spirits and other alcoholic drinks to major customers