



PRESS RELEASE

Majestic Commercial triumphs at Sommelier Wine Awards

60% of Majestic Commercial's wine range has picked up a medal at this year's Sommelier Wine Awards, Imbibe magazine's prestigious on-trade wine competition.

On Tuesday 26th April, the results of the Sommelier Wine Awards 2016 were announced. Sixty wines, stocked exclusively at Majestic Commercial, have been recognised in the competition. This is 60% of the Majestic Commercial range.

This year is Majestic Commercial's best performance in the competition, winning 36% more medals than in 2015. In the Sommelier Wine Awards 2016, Majestic Commercial received 7 x Gold, 16 x Silver, 14 x Bronze and 23 x Commended medals.

Ben Nicholl, Managing Director of Majestic Commercial, says:

"Over half of the Majestic Commercial range has been awarded a medal - this is a fantastic result! I often describe it as 'small and perfectly formed' - that is the Commercial range - and this result validates my description. It's been an exciting year - we've revamped the range, added some interesting wines under the 'Hand Picked' brand and we have started working with small, boutique wineries such as Chronic Cellars."

Majestic Commercial has 99 exclusive wines in the range, plus access to the full range available in Majestic retail stores and at Lay & Wheeler. On-trade customers can choose from award-winning on-trade exclusive labels, as well as being able to select wines from other areas of the Majestic Group.

About Majestic Commercial



- Majestic Commercial is the award winning business to business division of Majestic Wine. Majestic Commercial specialises in working with food-led establishments with over 50 account managers covering all of mainland UK. For more information, please see www.majesticcommercial.co.uk
- Ben Nicholl is the Managing Director of Majestic Commercial. Ben started his Majestic career in 1994 and worked in Majestic retail for four years. Ben worked in the Islington, Notting Hill and Chalk Farm stores. Ben moved into Commercial in 1998, he became Sales Director in 2012 and was appointed Managing Director of Majestic Commercial in 2015.

- Since Ben Nicholl became Sales Director in 2012, the Commercial contribution has doubled and annual sales now stand at £47 million. Sales ethos has always been around a consultative approach and Majestic Commercial put the wine list profitability of the restaurateur at the heart of their proposition.

About Sommelier Wine Awards

- The Sommelier Wine Awards is Imbibe magazine's prestigious on-trade wine competition. Britain's only on-trade wine competition, it focuses entirely on wines aimed at the on-trade. Since it started in 2007 it has grown to become the first point of reference for the UK's on-trade wine buyers as well as the key competition for wines trying to increase their presence in hotels, pubs, bars and restaurants.
- All the wines are tasted blind, and by category – for example Chablis or New World Pinot Noir. Drawn from all sectors of the on-trade – hotels, bars, restaurants and pubs – judges include Master Sommeliers and Masters of Wine, and they are all involved with either buying, consulting or serving wine.
- The best wines are awarded medals – Gold, Medal, Silver or Commended. Sixty of Majestic Commercial's wines picked up medals in this year's competition, 36% uplift on last year.



*Two of Majestic Commercial's gold-medal winners –
St Desir Sauvignon Blanc 2015 & Aires Andinos Malbec 2015*



Ben Nicholl

Job title: Managing Director, Majestic Commercial

Lives in: Basingstoke

If I wasn't in wine I'd be... setting up 'my favourite shop' selling clothes, books and records

I'd rather be drinking.... Brunello di Montalcino, ideally in Tuscany

Outside work I enjoy... running marathons, building my record collection and listening to Joy Division

For more information, please contact:

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