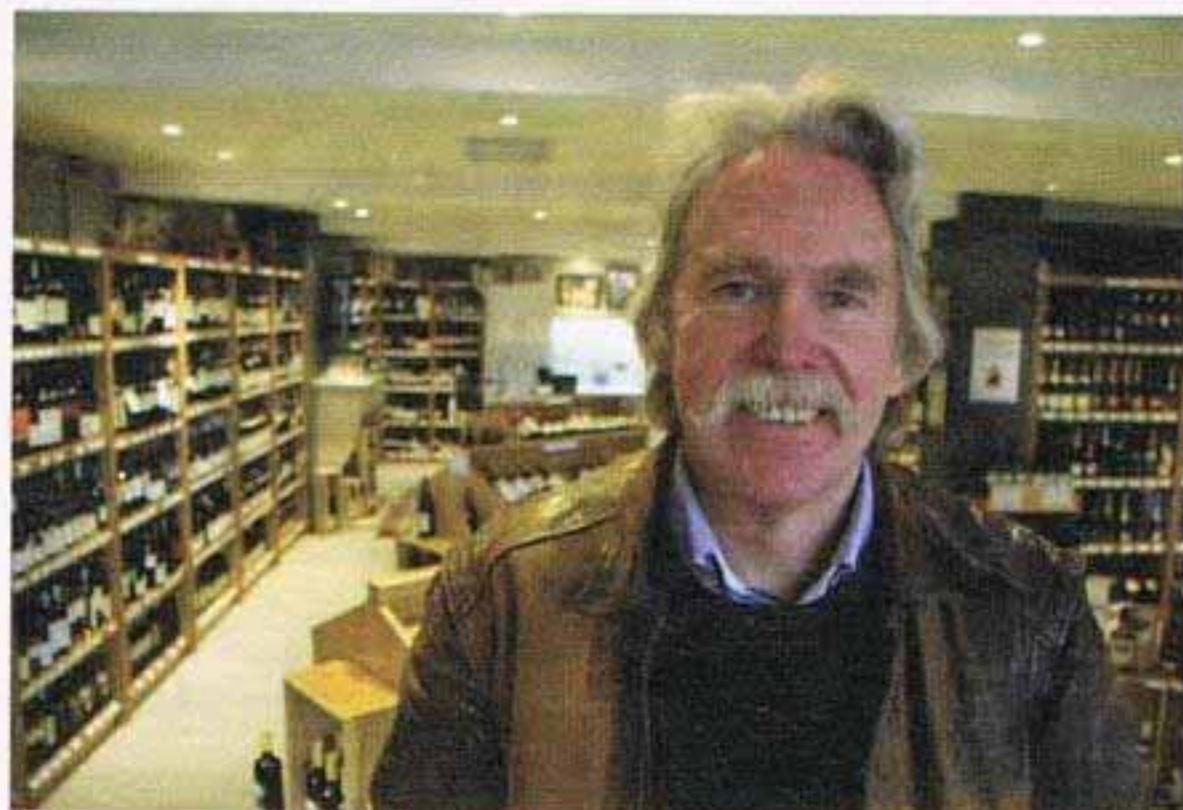




CAMBRIDGE WINE MERCHANTS

cambridgewine.com

The eclectic selection of spirits on sale at Cambridge Wine Merchants is testament to the skill and passion of its in-house buying team. The range pokes its nose into all corners of the spirits world, from malt whisky to mescal, combining everyday essentials with rare and exotic discoveries. Everything on the shelves comes with its own luggage tag-style tasting notes, ensuring products are sold with the personality and precision that the craft of the producers deserves. This is backed by an events programme in spirits that most other retailers would struggle to match.



OXFORD WINE CO

oxfordwine.co.uk

Oxford Wine Co has seen a rapid expansion in its spirits offering, which has resulted in soaring sales across its chain of four Cotswolds stores. The appointment of a specialist spirits buyer has seen the group embrace the fashionable, esoteric end of the market as well as the more traditional areas, giving the range more depth and appealing to a wider customer base. There are organised tastings and a number of bottles open for one-to-one sampling within stores – while for those who just want to browse, the range is laid out logically and presented in an accessible and uncluttered way.