

BUSINESS

DRINKS

Distribution deal for vodka brand

Vodka brand Wild Knight is targeting a new mix of customers after signing a distribution deal with Cambridge Wine Merchants.



■ Matt Brown, from Wild Knight.

The agreement will see the Norfolk spirit sold in the chain's seven outlets in the East and South of England and its online shop.

Cambridge Wine Merchants, which has been voted the UK's number one independent drinks retailer three times, said Wild Knight appealed as it was "a very well made spirit".

Matt Brown, co-founder of Wild Knight, said: "Up until now, Wild Knight has mainly been available in bars and top pubs.

"However, this contract with the Cambridge Wine Merchant is really exciting as it allows us to target a new type of customer who is looking specifically for the highest quality drinks available.

"We've only been going six months but already the feedback we've been getting is amazing, it'll be very exciting to see what this new chapter will bring.