



For immediate release

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## **Shottesbrooke announces partnership with Bibendum Europe**

Shottesbrooke Vineyards is delighted to announce that they have recently signed a deal with Bibendum Europe to become one of their Strategic Producers. Under the arrangement, Bibendum Europe will provide a cost efficient, European-based, export department for Shottesbrooke.

Commenting further, Colm Mooney, Sales and Brand Manager for Shottesbrooke explained, "We are delighted at the opportunity to partner with Bibendum Europe to assist us within the broader European market. Bibendum Europe will act as the export management arm for Shottesbrooke, achieving cost savings and sales for both Bibendum and Shottesbrooke, whilst offering 'on the ground' representation for our fine wine portfolio throughout the international European market place."

"At Shottesbrooke, our objective over the coming years is to establish the best possible route-to-market within a number of priority markets around the world. We are delighted to have teamed up with Bibendum Europe on what is an incredibly exciting new development for Shottesbrooke", explained Colm. He added, "Shottesbrooke's diverse wine portfolio fits perfectly with the other producers and brands that Bibendum currently work with in Europe. It is a win-win combination for both companies."

Bibendum Europe manage the distribution of a number of leading fine wine brands in the European market and is led by Lars Venborg, General Manager. Today, Bibendum Europe covers a territory known as the big triangle, from Iceland, to Russia, to United Arab Emirates, selecting and working with a number of key distributors in Europe on behalf of the brand owners. Bibendum Europe believes its role is to introduce distributors in other countries to the producers in order to manage best practice.

For further information please contact Colm Mooney, Sales & Brand Manager for International and Domestic Markets, on [colm@shottesbrooke.com.au](mailto:colm@shottesbrooke.com.au) or +61 (0) 8 83830002.

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