

# Tradeteam to distribute C&C drinks in Northern Ireland

Tradeteam has won a five-year distribution contract in Northern Ireland with leading drinks manufacturer, marketer and distributor C&C Group.

The UK's number one drinks logistics provider will deliver C&C's combined brand portfolio throughout Northern Ireland from April 26th, 2010.

The new agreement will see Tradeteam amalgamate C&C's products into one central distribution platform, allowing Tradeteam and C&C to further improve C&C's customer service and bring more convenience to its customers.

Tradeteam had been delivering Tennent's for C&C in Northern Ireland since last September when the lager brand was purchased from Anheuser-Busch InBev.

The additional volume is set to almost double the size of Tradeteam's operations in Northern Ireland creating new job opportunities at its Culcavy distribution centre.

The contract win comes just weeks after Tradeteam announced a five-year UK-wide deal with managed pub operator Mitchells & Butlers.

Tradeteam Account Director Simon Gallimore said: We are extremely pleased to be chosen as C&C's distribution partner in Northern Ireland.

Tradeteam is looking forward to working with C&C and helping them realise significant cost and delivery efficiencies in Northern Ireland.

Tradeteam's Managing Director Gavin Murdoch added: We are delighted to win this business and look forward to building a strategic partnership with C&C.

This deal provides a fantastic opportunity to extend and strengthen our delivery network and confirms Tradeteam's commitment and ambition to develop a significant presence in Northern Ireland.

A spokesperson at C&C Group said: We have enjoyed a strong working relationship, post the acquisition of the Tennent s business from Anheuser– Busch Inbev, with Tradeteam.

This new 5 year deal offers both businesses the opportunity to demonstrate enhanced customer service and cost efficiencies, allowing us to accelerate our branded business growth in Northern Ireland.

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Issued on behalf of Tradeteam by Adessi. For more information contact Beth Leonard on (0113) 256 9999 or [beth.leonard@adessi.co.uk](mailto:beth.leonard@adessi.co.uk)

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