

Tradeteam earns Northern Ireland distribution for Molson Coors (UK)

Leading drinks distributor Tradeteam has expanded its nationwide secondary distribution contract with the global brewer Molson Coors Brewing Company Limited (UK).

On the back of its success delivering drinks for Molson Coors (UK) – whose portfolio includes Carling, Coors Light and Grolsch – throughout England, Scotland and Wales, Tradeteam has been chosen to distribute its products in Northern Ireland for the remainder of the 10-year distribution agreement.

Under the new terms of the agreement Tradeteam will deliver Molson Coors (UK) products to approximately 350 on and off trade outlets from its 65,000 sq ft distribution facility in Culcavy. The deal has created five new transport roles within Tradeteam.

Tradeteam Account Director Marcus Harban said: We are thrilled to be widening the scope of our secondary distribution for Molson Coors (UK).

This is a huge vote of confidence in our national distribution capabilities and in our ability to help Molson Coors (UK) develop direct relationships with its customers in Northern Ireland.

Tradeteam Managing Director Gavin Murdoch said: Tradeteam's partnership with Molson Coors (UK) has gone from strength to strength over the past 15 years.

Both companies recognise the need to ensure that customers are always at the heart of all our operations and have worked tirelessly together to ensure the timely and accurate delivery of these leading brands to the UK market.

The expansion of this secondary contract is a fantastic reward for continually meeting and exceeding the demanding delivery accuracy, punctuality and customer satisfaction performance targets set at the start of the agreement.

It is incredibly pleasing to see our developing distribution network in Northern Ireland benefit our existing customers and we are committed to continuing to expand our operations there.

Distribution Controller at Molson Coors (UK), Victoria Segebarth said: We are very pleased to continue to work with Tradeteam across our expanding customer base. Tradeteam continues to play a vital role in providing our customers with the great levels of service we want to deliver day in, day out.

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