

FIX Wines & Spirits increases presence in Middle East and Africa

By **Ryan White** on March, 26 2012 | Spirits & Tobacco



In a recent conversation with Céline Cabannes, Marketing Manager of Cyprus-based FIX Wines & Spirits, *Gulf-Africa Duty Free* learned that the company is ramping up its presence in the Middle East and Africa with a stable of well known brands—the most recent of which is Cutty Sark. Starting June 6, FIX will act as a distribution platform for the brand in Dubai, Abu Dhabi, the northern Emirates, Bahrain, Qatar, Oman, Iraq, Syria, Lebanon, Jordan, Israel, Egypt, Morocco and Tunisia.

“We act as a distribution platform for suppliers in the region, leveraging our knowledge to ensure that the brands are distributed by quality local distributors,” says Cabannes. “Our regional expertise allows us to help suppliers accomplish goals that would otherwise be difficult to reach due to logistics and resource challenges.”

Indeed, with a stable of over 700 SKUs that includes brands from Beam Global and The Edrington Group, it’s clear that brandowners see FIX Wines & Spirits as a key partner when it comes to cracking the very lucrative Middle Eastern and African markets.

In addition to continuing to ply its trade in the region, Cabannes tells us that the company is now using social media sites such as LinkedIn to communicate new developments. “People have heard through the brands about the great things we’ve been doing in the region but many may not associate these developments with the name FIX Wines & Spirits,” Cabannes explained. “We’re now starting to communicate this more and more. We have a very specialized knowledge of the Middle East and Africa and I think this is really what brandowners appreciate.”

About FIX Wines & Spirits

FIX Wines & Spirits was established in 2005 in Cyprus with the goal of marketing and distributing world-class wines and spirits. Today the company services 100 customers in 40 active markets in the Middle East and Africa. FIX Wines & Spirits’ brand partners include The Edrington Group, Symington Family Estates and Berry Bros. & Rudd, and the brands it distributes include favorites such as Courvoisier, Teacher’s, The Famous Grouse, The Macallan, Jim Beam, Sauza, Laphroaig, Cockburn’s, Maker’s Mark, Cutty Sark, Highland Park, The Glenrothes and Larios.

To learn more about FIX Wines & Spirits, please visit <http://www.fix-ws.com/>.