

Soda aims to put the fizz back in to hospitality wifi with buy-out of stricken firm

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Leeds-based Soda IT Support has bought hotspot solution provider WalkinWiFi Ltd out of administration, days after it was acquired by Northern Telecom.

The hospitality industry provider called in business recovery specialists after a period of challenging trading conditions.

Specialist business advisory firm FRP Advisory was appointed to the 12-year-old Herefordshire firm on July 30, beginning a marketing process, resulting the sale of business and assets to Soda on August 11.

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Soda IT Support managing director, Jon Graves, said: "WalkinWiFi is a fantastic brand with a heritage of delivering WiFi hotspot solutions to some of the biggest names in the hospitality industry, including multiple Roadchef service station and hotel sites.

"With over 1.7 million registered users, WalkinWiFi is not only a great free WiFi hotspot solution for hospitality

consumers, but also a fantastic marketing platform for hospitality providers.

“Like many businesses that support the hospitality industry WalkinWiFi has struggled through the pandemic and it’s unfortunate that the reopening of the hospitality sector came too late to save WalkinWiFi Limited from administration.

“However, I firmly believe that there’s a great product at the core of the business and we’re pleased to have been able to complete a deal to acquire the assets of the business and for Soda IT to be able to deliver continuity of supply to WalkinWifi’s loyal customer base.”

Soda is a managed services provider, founded in 2010.

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