

Vault City secures Morrisons 'sour beer' deal

Craft brewers Vault City have signed a deal with supermarket chain Morrisons to stock its 'sour beer' product.

The partnership will mean Morrisons will stock two new and exclusive ranges from the Edinburgh-based brewer across its 497 stores across the UK.

The new flavours – Dark Fruits and Peach & Passion Fruit Bellini – have been [created exclusively for the supermarket launch](#).

The deal is the latest major supermarket partnership for the business. The craft beer brand takes shelf space in more than 600 Tesco stores.

Steven Smith-Hay, co-founder of Vault City, said: "We're so excited for our beers to be launching in Morrisons. [It's a huge milestone for Vault City and a great opportunity for us to continue bringing sour beer to new audiences](#).

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"We wanted to create something that helps push the boundaries of what people would typically expect from a beer.

"Both Dark Fruits and Peach & Passion Fruit Bellini are brand

new beers we've brewed exclusively for Morrison's. It's amazing to think that they'll be on shelves across all 497 stores."

Smith-Hay co-founded Vault City in 2018. [According to the company, the turnover exceeded £2 million for the first time this year.](#)

It has more than 400 listings in the on-trade and recently raised more than £40,000 from around 300 crowdfunding investors to finance the launch of a new pub, The Porty Vault, close to its brewery in Edinburgh's Portobello.

It will serve as a sister house to its first outlet the The Wee Vault in the city's Haymarket area.