

A year of free wine is on offer for customers who help retailer with a pretty unusual request

A wine retailer is offering a year's supply to thirsty customers who help find the perfect venues for new stores.

Majestic – which currently has 201 shops nationwide – says it has a wish list of 76 locations across the UK, and plans to continue expanding despite the cost of living crisis.

Chief executive John Colley said: “We are calling on the UK’s wine lovers to help us find sites so that we can offer more people a place to taste and discover new wines, beers and spirits with guidance from our expert staff.”

The company opened new outlets in Haywards Heath and Godalming earlier this month, and was bought by the private equity firm Fortress for £95m in 2019.

Majestic recently reinstalled tasting counters to help shoppers discover new wines that had been removed under the chain’s previous ownership.

Despite online shopping rising in popularity during the pandemic, and the cost of running physical stores surging, Mr Colley added: “None of us have a crystal ball, but we remain optimistic despite tighter consumer budgets as wine is still something people want to enjoy and savour.

“Customers are returning to physical stores with enthusiasm, seeking out the advice of our expert staff to discover the real value in their wine choices.”

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