

NFBP Brilliance in Business Awards 2019

The New Forest Marque Award For Food and Drink



The Solent Cellar

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The Solent Cellar is an independent wine merchants in Lymington. They stock a wide range of smaller suppliers who are unable to get into the supermarket chains to the benefit of local consumers.

The business is committed to the local New Forest community and support local events and fundraising activities. They run events in their shop and garden to encourage local customers to meet wine growers and to sample local food. They run a very friendly and customer-focussed operation, always available to guide and inspire their customers in the world of wine.

The Solent Cellar provides a shop window for many local artisan producers who do not have a retail space of their own and therefore the ability to get their products in front of the right audience. The shop uses the retail space and expertise to display and sell their products. In return, these small producers often give their time to work in collaboration on events as well as providing tasting samples to use in the shop, helping showcase their products.

The business communicates regularly with over 3000 customers by email and social media. Using these channels they are able to highlight their stocked local artisans and promote seasonal products.

Solent Cellar is linked with many other businesses within the New Forest. They have a thriving and growing wholesale business and a very proud to work with other like-minded people in the area.

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New Forest
Business Partnership

