



## **GM Marketing Ltd**

Ambient

### **Background**

With warehouse hubs in Belfast and Leeds, GM Marketing can deliver a national distribution service across the whole of the UK and Ireland, as well as selected export countries.

Operating in all major channels including retail, wholesale, convenience, and ecommerce; GM's experienced commercial team work closely with their brand partners to drive tangible results through every channel.

Focusing on core grocery and non-food categories they have a varied portfolio spanning grocery, impulse, household, and foodservice brands - with the addition of several own-label products on behalf of their customers.

Brand building is at the heart of what GM Marketing do; from best-in-class trade executions to drive visibility and conversion - to creating memorable consumer awareness and engagement out-of-store. The marketing team collaborates with

agency partners to build comprehensive brand plans that are delivered to the highest standards.

This is supported by a strong finance and operations team that fully integrate with commercial, sales and marketing to ensure brand plans and budgets are successfully delivered.

GM Marketing can deliver a tailored, end-to-end service for you, and your brand; and with a mantra of being big enough to matter, but small enough to care - they will ensure your brand is given the focus and dedication to succeed.

Whether you're looking for a new distributor, or you're an ambitious new recruit - GM Marketing would love to hear from you.

## **Product Range**

- Tilda Rice
- Fox's Biscuits
- Costa
- Filippo Berio
- Nandos
- Hipp Organic
- Tommee Tippee
- FREE'IST
- And many more

## **Customers**

GM Marketing services all major wholesale, convenience, and retail customers on the island of Ireland, with a strong foothold in GB wholesale and convenience channels.

## **Awards held**

- Ulster Grocer Marketing Awards 2014: Free'ist - Best New Product Launch

## **Contact this supplier**

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